

Dr. Manasvi Maheshwari has over 12 years of teaching experience in journalism and mass communication. She did her Doctorate from the School of Journalism and New Media Studies at IGNOU, Delhi. At present, she is working as Associate Professor in the Media School of Delhi Metropolitan Education (DME).

Dr. Maheshwari's area of expertise is advertising, public relations and media management. She has written more than 15 papers in reputed national and international journals. She is a keen researcher and has worked on Swachhta Abhiyan, Beti Bachao Beti Padhao and Health Communication projects.

Dr. Maheshwari is a member of the International Association for Media and Communication Research (IAMCR), PRSI-Delhi Chapter and Global Media Education Council (GMEC).

At DME, she is the Coordinator of DME IQAC, Associate Editor of MediaSpace research journal of DME Media School, and Associate Convener of ICAN, International Conference.

Dr. Yamini Khullar is Associate Professor at Delhi Metropolitan Education, Noida, affiliated to Guru Gobind Singh Indraprastha University, Delhi. She is a graduate having completed BA (Journalism) Hon from Delhi University. She completed her Masters MAMC from Makhanlal Chaturvedi University, Bhopal.

Dr. Khullar snared her Doctorate from K.R. Managalam University, Gurugram. She recently updated her qualification with Advance Course in Digital Media Marketing from Delhi Institute of Digital Marketing (DIDM), New Delhi. She has working experience of 16 years and is still rising with experience attained while working in many colleges.

Dr. Khullar has been a member of Syllabus committee with some educational institutes and served as the jury members at various college's festivals. She has expertise in Advertising, Corporate Communication and Digital Media.



About Delhi Metropolitan Education

Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. The institute offers state of the art infrastructure with strong academic facilities to provide a dynamic and clinical grounding for success. DME offers course in Law, Journalism and Management.



KANISHKA PUBLISHERS, DISTRIBUTORS

4697/5-21A, ANSARI ROAD, DARYA GANJ, NEW DELHI-110002
PHONES: 011-23270497, 9654296751
E-mail: kanishkabooks@gmail.com
kanishka_publishing@yahoo.co.in

₹ 750

ISBN 978-93-91450-97-7



9 789391 450977

Personality Development

Dr. Manasvi Maheshwari
Dr. Yamini Khullar



Personality Development

A Manual for Students

Editors

Dr. Manasvi Maheshwari
Dr. Yamini Khullar



One of the best works on personality focuses on how to find and develop positive personal and professional habits that will set one apart from the average person. This Personality Development book provide everything one needs to know about concern, from the fundamentals to how to analyse it.

It gives a thorough examination of personality development. It includes a cutting-edge analysis of the field, which is experiencing a popularity rise currently.

The authors discuss personality traits like self-concept, temperament, and emotion regulation across the lifespan.

This book also serves as a useful resource in advanced courses that deal with personality development. It is intended for researchers and advanced students in personality, developmental, social, clinical, and educational psychology, as well as related fields like family studies, sociology, education, nursing, behavioural genetics, neuropsychology, and psychophysiology.'

This book can be used to think through personal development at any level, from minor adjustments like picking up a new language for a vacation to significant ones like changing careers. The stated procedures and techniques may be applied formally or informally, fully or in part.

The book is divided in four sections that deals with different aspects of personality development like Section A throw light on understanding the personality and its determinants; Section B deals with understanding self and related models; Section C tells about Communicative persona and individual aspects in this regard wherein Section D holds the concept related to the application of personality traits in handling stress and individuals' personality.

KANISHKA PUBLISHERS, DISTRIBUTORS

4697/5-21A, Ansari Road, Daryaganj

New Delhi -110 002

Phones : 2327 0497, 2328 8285

Fax : 011-2328 8285

E-mail : kanishka_publishing@yahoo.co.in

Personality Development: A Manual for Students

First Published 2023

© Editors

ISBN : 978-93-91450-97-7

PRINTED IN INDIA

Published by Madan Sachdeva for Kanishka Publishers, Distributors,
4697/5-21A, Ansari Road, Daryaganj, New Delhi-110 002, Typeset
by Sunshine Graphics, Delhi, and Printed at Rajdhani Printers, Delhi.

Contents

<i>Foreword</i>	v
<i>Preface</i>	vii

Unit-I Personality Development and Understanding Self

1-47

1. Understanding the Self & Personality <i>Author-Dr. Shefalli Chhibber</i>	1
1.1 Basics of Personality	
1.2 Types of Personality	
1.3 Determinants of Personality	
1.4 Traits of Personality	
2. Models of Self Introspection <i>Author-Dr. Shefalli Chhibber</i>	21
2.1 SWOT Analysis: Meaning and Interpretation	
2.2 Johari Window	
3. How to Develop a Positive Attitude <i>Author-Dr. Shefalli Chhibber</i>	32
3.1 Positive Attitude: Meaning	
3.2 Developing Positive Personality Attitude	
3.3 Traits of Building a Positive Personality	
3.4 Discussing Influential Personalities	

Unit-II Communicative Persona and Communication

48-79

4. Communicative Persona <i>Author-Dr. Manasvi Maheshwari</i>	48
4.1 Communicative Persona: Semantics, Syntax, Phonetics, Para-Language and Body Language	
4.2 Interpersonal Communication	
4.3 Intercultural Communication	
4.4 Inter-Cultural Communication and Impact	

(x)

5. Professional Communication	
<i>Author-Dr. Manasvi Maheshwari</i>	66
5.1 Resume Writing	
5.2 Offline and Online Writing Etiquette	
5.3 Personality and Professional Skill Development for Media Entrepreneurs	
Unit-III	
Life Skills	
	80-136
6. Life Skills	
<i>Author-Ms. Piyusha Sharma</i>	80
6.1 Time Management for Media	
6.2 Leadership Skills	
6.3 Team Work	
7. Personal Cognitive Appeals	
<i>Author-Ms. Piyusha Sharma</i>	99
7.1 Decision Making Skills	
7.2 Problem Solving Technique	
7.3 Managing Peer Relationship	
8. Social Behaviour and Attitude	
<i>Author-Dr. Susmita Bala</i>	122
8.1 Significance of Different Environment in Shaping Personality	
8.2 Art of Negotiation	
Unit-IV	
Social Behaviour and Attitude	
	137-176
9. Social Behavioural Attitude	
<i>Author-Ms. Garima Jain</i>	137
9.1 Attitude: Definitions and Meaning	
9.2 Types of Attitudes	
9.3 Managing Different Attitudes	
9.4 Role of Different Institutions in Personality Development: Home, School and Work	
10. Emotional Stress Management	
<i>Author-Ms. Garima Jain</i>	160
10.1 Coping with Emotions	
10.2 Coping with Stress	
<i>List of Contributors</i>	177
<i>Index</i>	179

Unit-I
Personality Development and
Understanding Self

1

Understanding the
Self & Personality

Dr. Shefalli Chhibber

1.1 Basics of Personality

The process through which an organised pattern of behaviours and attitudes that distinguishes a person from others is known as personality development. Environment, temperament, and character interact continuously to form personalities.

The term “personality” describes a man’s overall characteristics. Personality development entails developing a personality cult in order to leave a lasting good impression or developing one’s personality is the formation of a recognisable, organised pattern of activities and attitudes. Environment, temperament, and character interact continuously to shape personality. The components of personality include things like intelligence, physique, temperament, patience, and so forth. These factors combine to create a positive personality. In the realm of management, success in advancing one’s career is greatly influenced by personality. A successful person’s personality development is now considered to be a key element. People participate in personality development programmes to enhance their personalities through developing their personal skills. Personality is an enduring quality that largely depends on the environment in which a person is raised.

2

Models of Self Introspection

Dr. Shefalli Chhibber

2.1 SWOT Analysis: Meaning and Interpretation

Professional advancement depends heavily on personal development. Performing a personal SWOT analysis is one of the best things you can do to advance your career. You can come up with more successful personal development strategies if you understand what a SWOT analysis is. In this post, we define a SWOT analysis, look at its components, explain why it's significant, and outline how to perform one on your own.

A SWOT analysis is a method for examining the numerous variables that may have an impact on achieving a goal. Strengths, Weaknesses, Opportunities, and Threats is referred to as SWOT. People conduct a SWOT analysis to assist them in creating plans to accomplish a goal. In the common SWOT analysis format, a square is divided into four smaller squares of varying colours. Each square discusses a different element.

The outcomes of the PESTLE study are expanded upon by SWOT Analysis. Its goal is to determine the organization's advantages and disadvantages and capitalize on them. It also helps

3

How to Develop a Positive Attitude

Dr. Shefalli Chhibber

3.1 Positive Attitude: Meaning

Attitudes are judgmental comments or ingrained tendencies to react favourably or unfavourably to a thing, a person, or a concept. Attitudes have a limited range. They can change depending on the circumstance. Positive attitudes can affect one's professional and interpersonal connection. Whether we think constructively and take charge of a situation, or whether we think negatively and feel powerless to make a change or respond to a situation, depends on our attitude. Our ability to be productive at work is strongly influenced by our mindset.

People nearby are influenced by our attitudes. It's crucial for us to be conscious of our own attitudes and choose which ones to convey to others as managers or as individuals. Our attitude has an impact on both our actions and how we interact with others. Our attitudes towards situations affect how we feel and think about our friends, significant others, family, co-workers, and others.

As managers, we must also be aware that the attitudes we exhibit towards our staff members and the tasks at hand have an

Unit-II
Communicative Persona and Communication

4

Communicative Persona

Dr. Manasvi Maheshwari

4.1 Communicative Persona: Semantics, Syntax, Phonetics, Para-Language and Body Language

A communicative persona refers to how individuals present themselves when communicating with others. It includes how they speak, their tone of voice, body language, and the language they use. Communicative persona can vary depending on the situation and the audience. For example, someone may adopt a more formal persona when speaking professionally, using more complex language and a more serious tone of voice. In contrast, they may adopt a more relaxed persona when speaking with friends or family, using casual language and a more informal tone.

Effective communication requires individuals to be aware of their communicative persona and adapt it to the situation and audience. For example, when speaking to a group of children, a teacher may adopt a more animated and engaging persona, using simple language and a playful tone. It is important to note that the communicative persona should always be genuine and authentic. While it may be necessary to adapt it to the situation and audience, individuals should avoid pretending to be someone they are not, as this can lead to misunderstandings and a lack of trust.

5

Professional Communication

Dr. Manasvi Maheshwari

5.1 Resume Writing

A resume, or résumé as it is appropriately known, is a succinct description of one's qualifications. An ideal resume is one page long. A curriculum vitae, or CV for short, is a comprehensive summary of one's educational and professional experiences and any teaching or research credentials, connections, honours, publications, presentations, and other information. Although not grammatically proper, "vita" is frequently used in casual written communication to refer to a CV.

You must submit a résumé while applying for a job. Contrarily, a CV is required when you apply for a job in academia, education, science, or research, request admission to a graduate programme, or request funding through a scholarship, fellowship, or grant.

Historically, it has been customary to submit a cover letter and resume. A cover letter presents you to a potential employer, outlines your qualifications, explains why you are interested in the position, and lists a few pertinent accomplishments. When you send a resume to a potential employer, a cover letter could be included in the email's message body.

Unit-III Life Skills

6

Life Skills

Ms. Piyusha Sharma

Introduction

For an overall personality development, inculcating a few skills in the behavior will enhance the chances of image building and likeability of an Individual. These skills include Time Management, Leadership skills and teamwork. These skills are most desirable in an individual by an organization, media organizations being no exception expects their employees to possess these skills . In this chapter we will Understand and learn these skills in detail.

6.1 Time Management for Media

Ever wondered how it is that some people seem to have enough time to do everything that they want to, whereas others are always rushing from task to task, and never seem to finish anything? It cannot just be that some people have less to do. It's much more likely that they are using their time more effectively: in other words, showing good time management skills. **Time management** is the ability to use one's time productively and efficiently.

6.1.1 Myths about Time Management

There are certain myths about time management that are perceived by individuals differently. Some of these myths are:

Personal Cognitive Appeals

Ms. Piyusha Sharma

Introduction

In this chapter we will discuss some of the Personal Cognitive appeals such as Decision Making skills, Problem Solving Technique, Managing Peer Relationship.

7.1 Decision Making Skills

7.1.1 What is Decision Making?

In its simplest sense, decision-making is the act of choosing between two or more courses of action. In the wider process of problem-solving, decision-making involves choosing between possible solutions to a problem.

Decisions can be made through either an intuitive or reasoned process, or a combination of the two.

Intuition

Intuition is using your 'gut feeling' about possible courses of action. Although people talk about it as if it was a magical 'sense', intuition is actually a combination of past experience and your personal values. It is worth taking your intuition into account, because it reflects your learning about life. It is, however, not always based

8

Social Behavior and Attitude

Dr. Susmita Bala

8.1 Significance of Different Environment in Shaping Personality

Individual's personality is a product of his/her genetic endowment and cultural environment. As Cole and Bruce described, "from the moment of conception it grows. 'Whole', having within itself possibilities of developing into a dynamic, active, walking, talking, thinking, feeling human being, provided that the environment furnishes the raw materials and the appropriate conditions of stimulation."

Differences in individual personalities are caused because:

- (i) The possibilities within itself are different, and
- (ii) The provision of raw materials and appropriate conditions of stimulation by the environment vary widely. Guilford, for example, charted the magnitude of similarity of pairs of children with respect to intelligence (IQ). Similarity in heredity varied from the same child (tested twice), to identical twins to only chance similarity in a pair of unrelated children.

Unit-IV
Social Behaviour and Attitude

9

Social Behavioural Attitude

Ms. Garima Jain

Introduction

Social behaviour and attitude are closely related concepts that significantly shape our interactions with others and overall quality of life. Social behaviour refers to how individuals interact with others, including their verbal and nonverbal communication, actions, and reactions. Conversely, attitudes refer to individuals' beliefs, thoughts, and emotions towards people, objects, and situations.

Our attitudes can significantly influence our social behaviour. For example, individuals with positive attitudes towards others will likely engage in more prosocial behaviour, such as helping, sharing, and cooperating. Conversely, individuals with negative attitudes towards others may be more likely to engage in antisocial behaviour, such as aggression or exclusion.

Attitudes can also impact our communication and interaction with others. Individuals with positive attitudes are likely to communicate more positively and respectfully, while individuals with negative attitudes may be more likely to engage in disrespectful or aggressive communication.

Social norms, or the unwritten rules of behaviour within a group or society, can also impact social behaviour and attitudes. Social

Emotional Stress Management

Ms. Garima Jain

Introduction

Stress is a natural and inevitable part of life that affects everyone eventually. It is the body's response to perceived threats or demands, whether physical, emotional, or psychological. Many factors, including work, relationships, finances, health problems, and significant life changes, can cause stress.

There are several different types of stress that people may experience. Here are some of the most common:

- **Acute stress:** This is a short-term response to a specific situation, such as a deadline at work or close call-in traffic. Acute stress is usually resolved quickly once the case is over.
- **Chronic stress** is a long-term response to ongoing stressors, such as financial worries or an unhappy marriage. Chronic stress can have serious health consequences if left untreated.
- **Eustress:** This positive form of stress can motivate and energise. Examples might include preparing for a job interview or a big race.
- **Distress:** This is a negative form of stress that can have a detrimental effect on both physical and mental health. Various