Fourth, ethnic attitudes in general, and stereotypes and prejudice in particular, also require more focused theorizing. Our perspective in this case resembles that of recent research often summarized under the label of ‘social cognition’ (Forgas 1981). That is, we view prejudice as a form or as a result of what may be called ‘social information processing’, not at the purely individual or personal level, but rather as a central property of social members of groups, on the one hand, and of groups and intergroup relations, on the other hand (Tajfel 1981, 1982). Discourse and Social Psychology includes chapters on the theoretical roots of discourse analysis in linguistic philosophy, ethnomethodology and semiotics and an overview on the perspectives of discourse analysis and its utility in studying attitudes. Five substantive chapters are concerned with the key concepts of social psychology. Finally, the authors identify future research directions and present an exhaustive bibliography of all relevant literature. The authors draw on a wide range of examples from written and spoken discourse and avoid jargon at all times, even when introducing complex topics. In social psychology, particularly through the emergence of discourse analysis as a research tool, a great deal of evidence has begun to come forth on how notions of social events, identities, institutions and interactions may be socially constructed and which may explain how individuals experience these (Potter & Weatherall, 1986; Parker, 1992). Social constructionism is identified as a significant movement within contemporary psychology promising a new way of looking at young people constructing their first substantive vocational identities. Attitude-behaviour Discrepancy and Cognitive Disonance: Tactics for Enhancing Compliance in Persuasive Discourse. Article. Full-text available.