

or lead to blame or scolding. The child will engage in approved behaviour in order to enhance the affiliative relationship and he will avoid behaviour that leads to blame or scolding. Learning both at home and in school is based on the need to please adults whom the child likes. Children will work hard to obtain commendation from parents and teachers.

- **Levels of aspiration** – the levels of aspiration that children set are largely determined by standards and demands made by the parents and teachers. In an effort to please and maintain support and nurturance of parents, children will make all efforts to attain the levels of excellence that will satisfy their parents and teachers. Parents and teachers should use positive incentives to reward excelling academic performance. The use of punishment and negative reinforcement is discouraged.

(b) **Prestige motives**_- These are aimed at enhancing the self-esteem of the individual. Each individual wants to feel important in the group he belongs to. In our schools prestige motives underlie the general competitive behaviour. The desire to excel in academic performance, games, etc. In the classroom, children want to answer questions, score high grades and outsmart others because it is prestigious to outsmart others. Prestige varies with the age and gender for example adolescent girls may cherish appearing more than boys.

How to manipulate prestige motives for educational purposes

- As incentives – incentives such as rewards, presents, praise, promotions, medals, etc can be used by the teacher to enhance prestige motives
- Rivalry and competition – the teacher can set up competitive activities e.g. between classes or dormitories. The class or dormitory that scores the highest points in the activities feels very important or prestigious.

Why Learners will Lack Motivation to Learn School Subjects

1. **Unmet needs of learners** – The child has needs which the school subjects do not help to meet because much of the school curriculum is not fundamentally and critically related to the child's needs, goals and purposes. What is done in the classroom belongs to the