

Public Opinion and Mass Media

Saad Nawaz Ghauri

February 5, 2025



Section: *BCS-4A*

Role Number: *23L-1007*

Course Code: *SS-2040*

Course Title: *Mass Communication*

School of Computing
National University of Computer and Emerging Sciences,
Lahore Campus

Contents

| | | |
|----------|----------------------------|----------|
| 1 | Introduction | 3 |
| 2 | Definition | 3 |
| 2.1 | Public Opinion | 3 |
| 2.2 | Mass Media | 3 |
| 2.2.1 | Print Media | 3 |
| 2.2.2 | Electronic Media | 3 |
| 2.2.3 | New-age Media | 3 |
| 3 | Main Theme | 3 |
| 3.1 | Positive Effects | 3 |
| 3.2 | Negative Effects | 3 |
| 3.3 | Examples | 3 |
| 4 | Conclusion | 3 |

1 Introduction

This article will explore the complex relationship between mass media and public opinion, how they influence each other.

2 Definition

Before attempting to understand or measure the way public opinion and mass media interact, it would be useful to define what these terms are.

2.1 Public Opinion

Public opinion is the aggregate of the views, opinions, attitudes, and beliefs held by the majority of the public, when it comes to a topic, or at least by a significant part of society (Davison, 2024).

2.2 Mass Media

Mass media is any kind of media that is made, or meant, to reach a large audience (Duignan, 2024). Just like the term media itself, mass media can include numerous types of media. Mass media can be classified into three categories, traditional media and new media (Manohar, 2008).

2.2.1 Print Media

2.2.2 Electronic Media

2.2.3 New-age Media

3 Main Theme

3.1 Positive Effects

3.2 Negative Effects

3.3 Examples

4 Conclusion

References

- Davison, W. P. (2024, December 21). *Public opinion*. Retrieved February 4, 2025, from <https://www.britannica.com/topic/public-opinion>
- Duignan, B. (2024, December 20). *Mass media*. Retrieved February 5, 2025, from <https://www.britannica.com/topic/mass-media>
- Manohar, U. (2008, October 16). *Different types of mass media*. Retrieved February 5, 2025, from <https://web.archive.org/web/20090225124441/http://www.buzzle.com/articles/different-types-of-mass-media.html>