

# Public Opinion and Mass Media

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# 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

## 3 Main Theme

### 3.1 Positive Effects

### 3.2 Negative Effects

### 3.3 Examples

## 4 Conclusion

## References

Davison, P. W. (2024, December 21). *Public opinion* (T. E. of Encyclopaedia Britannica, Ed.). Retrieved February 4, 2024, from <https://www.britannica.com/topic/public-opinion>