

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.

2.2 Mass Media

3 Main Theme

3.1 Positive Effects

3.2 Negative Effects

3.3 Examples

4 Conclusion