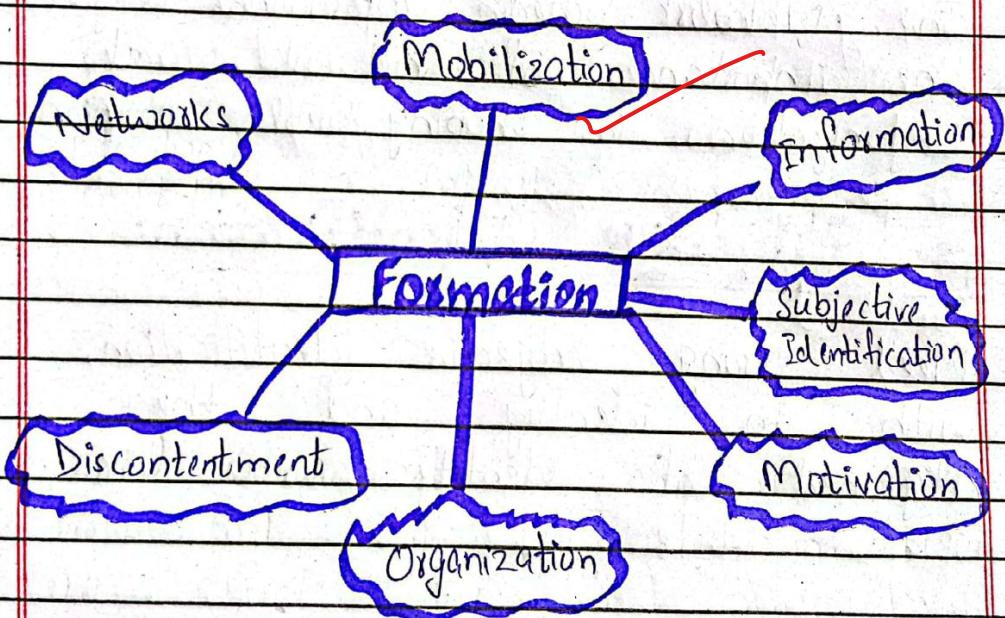


Write a note onPublic Opinion?

Public Opinions: Consists of the views of the members of a public on a certain issue.

(Wallace and Wallace)

FORMATION OF PUBLIC OPINION1. Mobilization:

Public opinion needs mobilization to achieve any social or political goal by organizing the masses. This brings mobilization as a pre-requisite for

the formation of public opinion. It is the process by which social/political actors stimulate public opinion for participation in social/political action.

2. Information and Motivation:

Propaganda theorists consider that providing information and motivation can shape public opinion.

3. Network-based approach:

The Network-based approaches suggests the importance of networks and organization in shaping public opinion.

4. Subjective Identification:

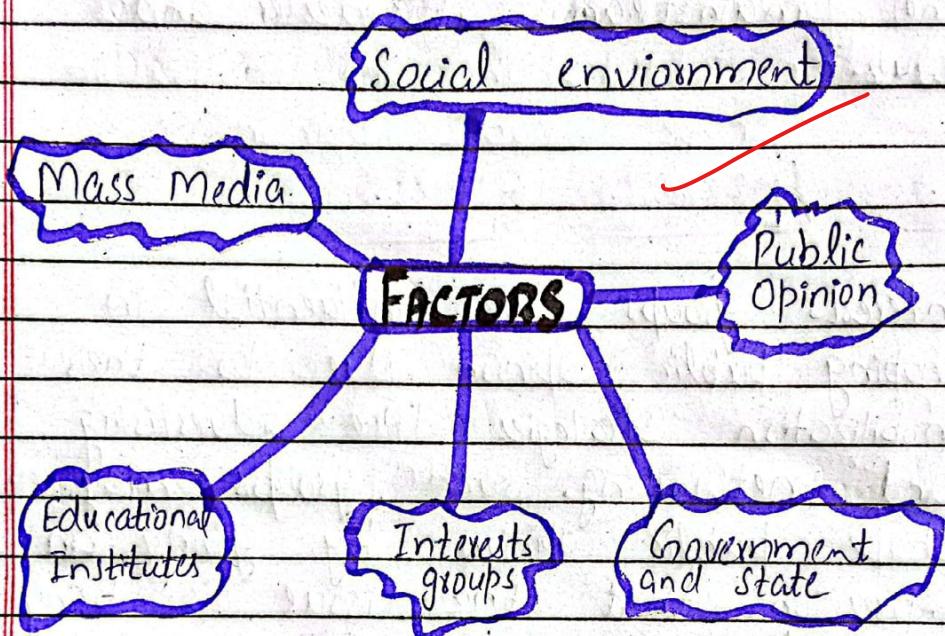
Need strong subjective identification, with an identity and the alignment of identity with the issue.

5. Discontentment

Discontentment with an existing phenomenon or situation can shape public opinion.

FACTORS OF PUBLIC OPINION

Followings are the factors that play an important role in the formation of public opinion:-



1. Social Environment

Social Environment is one of the factors that shape public Opinion. People are affected by what others think about any issue. If the social environment of a person is thinking as lamentable, he too would think the same. In this sense, two main groups play an important role, which are...

- Primary group
- Reference group

Reference

2. Mass Media

Mass Media is another important factor that shape public opinion.

Due to continuous interaction with mass media either radio, television, newspaper or internet, people learn the mainstream attitudes and values.

constructivism

3. Interests groups

Interests groups are influential in shaping public opinion due to their mobilization strategies like advertising and networking. Such groups may shape public opinion by giving an impression that the issue is being considered as important by everyone.

social learning theory

4. Opinion Leaders

Opinion leaders play a significant role in creating public opinion. This is often achieved by using slogans and symbols that are widely recognized by people of a particular society. The opinion leader may use strategies like presenting himself as a simple and sympathetic.

For Example:

Insan Khan during the past few years has influenced public opinion on the issue of dynastic politics.

5. Educational Institutes:

One of the main key factors in creating public opinion is Educational Institutes. Much of the opinions that we hold regarding various issues are actually shaped by Curriculum that we have been studying. They are using a hidden Curriculum to inculcate the ideology of State in the Consciousness of public.

6. Government and State

State or government using its propaganda tools to create public opinion easily by stressing certain symbols or promoting certain ideologies.

E.g:

After APS attack in Peshawar, public opinion was shaped against Taliban.

OPINION LEADER

An Opinion leader can either be a politician, journalist, religious Scholar, academician, movie star, social worker or a local community leader who has the ability to influence and shape public opinion on particular issues.

CHARACTERISTICS

These are many characteristics of public opinion, but few are main which are mentioned--

- 1- Credible
- 2- Expert
- 3- Sincere
- 4- Innovative
- 5- Sociable
- 6- Simple
- 7- Knowledgeable
- 8- Communication
- 9- Compassion.

1- Credible

Opinion leaders are persuasive and influential as they have a strong credibility that is widely recognized by people.

2. Expert

The opinion leaders are able to influence people as they are recognized as expert on certain issues that they are addressing.

E.g.

The Opinion of a physician who is talking about the poor health reforms of government would be most likely to be considered as true.

3. Sincere

Opinion leaders give advice to people without any direct economic benefit, they are considered sincere.

4. Innovative

Opinion leaders are called Innovative as they present an issue in a way that strikes the public consciousness.

5. Sociable

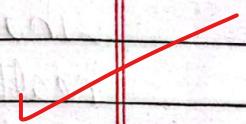
Opinion leaders are more sociable. Due to their high level of interaction

with general public, their opinion is valued.



6. Simple

The Opinion leaders present themselves as simple and ~~sympathetic~~ sympathetic in order to align themselves with the public.



7. Knowledge

The Opinion leaders are considered knowledgeable especially in the domain in which they are influencing public opinion.

8. Communication

Opinion leaders have excellent verbal and non-verbal communication. They are excellent and brilliant writers who can shape public opinion.

9. Compassion

Opinion leaders are compassionate and sensitive to the needs of people.

dear student note is of 10 marks and it must be concluded on 4 5th page too much detail for a 10 mark note add theoretical perspective in it over all satisfactory 6/10