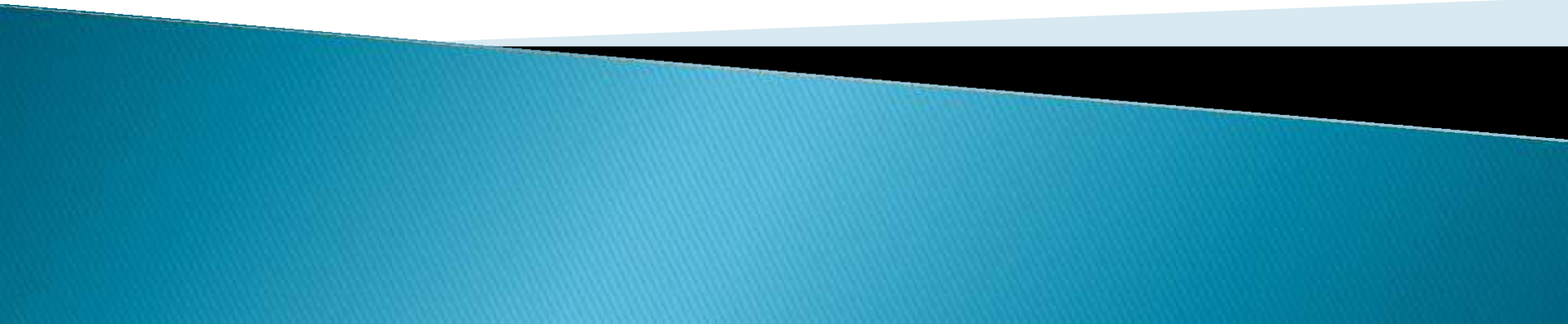
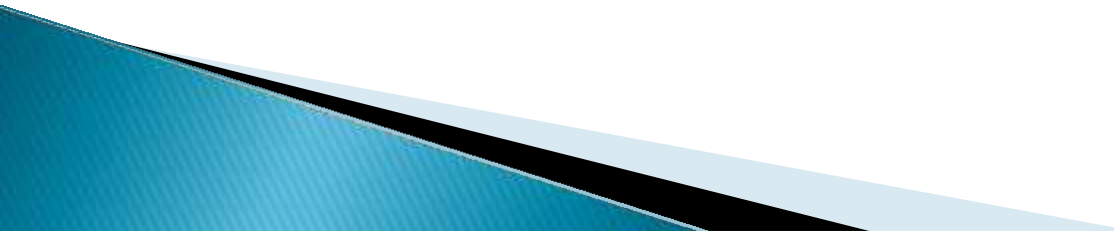
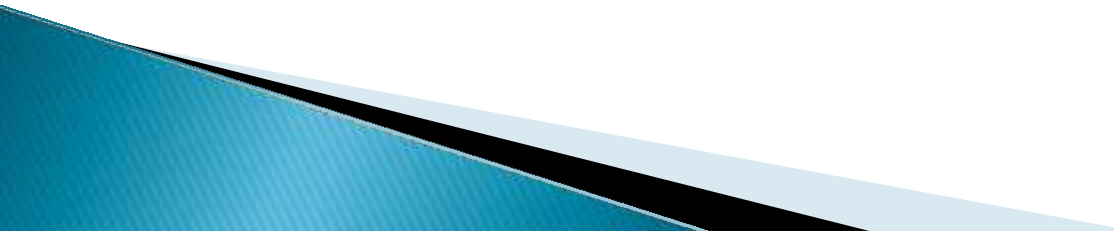


Public Opinion

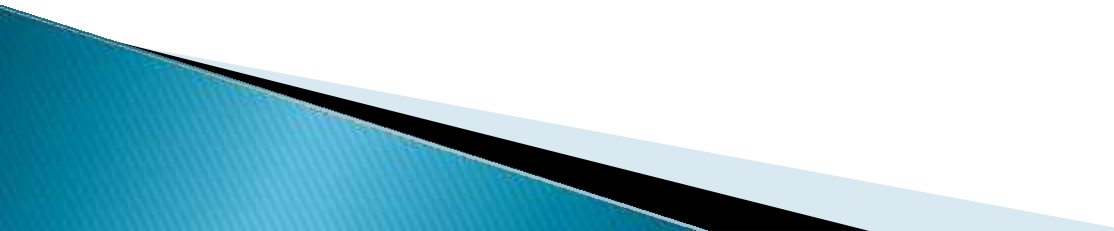


Introduction

- It assumes an important place in the democratic legal system. All governmental policies are shaped by the opinion of the people.
 - Public opinion plays imp role in the legitimacy of the government. Government has to make policies as per the opinion of the people.
 - The collective opinion of many people on some issue, problem, etc., especially as a guide to action, decision, or the like.
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- **Public opinion**, an aggregate of the individual views, attitudes, and beliefs about a particular topic, expressed by a significant proportion of a community. Some scholars treat the aggregate as a synthesis of the views of all or a certain segment of society; others regard it as a collection of many differing or opposing views.
 - The influence of public opinion is not restricted to politics and elections. It is a powerful force in many other spheres, such as culture, fashion, literature and the arts, consumer spending, and marketing and public relations.
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Definition

- **Lord Brice:** It is commonly used to denote the aggregate of the views men hold regarding matters that affect or interests the community.
 - **Morris Ginsburg:** Public opinion is a social product due to the interaction of many minds.
 - **L.W.Doob:** public Opinion refers to people's attitude on an issue when they are members of the same social group.
 - **Kimball Young** : Public Opinion consists of the opinion held by the public at a certain date.
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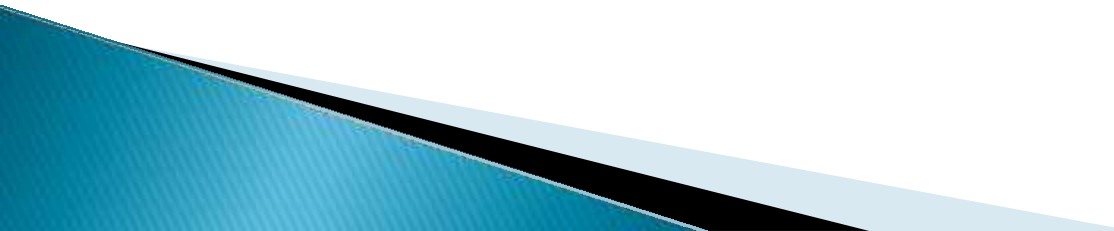
Features

- It needs to be majority decision.
It is always active and dynamic.
- It always aims at the promotion of the good and intended for the general welfare of the nation.
- It is base of legitimacy.
- It is secured and protected in democracy.
- It implies existence of freedom of opinion and discussion.
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Agencies of Public Opinion

- **Family** : it is the first center where public opinion is formed. The family is the first which influences the individual. The home where an individual borne always influences the habits, likes, dislikes & manifests them in his subsequent life.
- It is with this manifestations that he emerges in the society and learn to co-operate and non-cooperate with others.
- There are various families wherein a person has formed his opinion according to the influence of the family and his regulated in future.

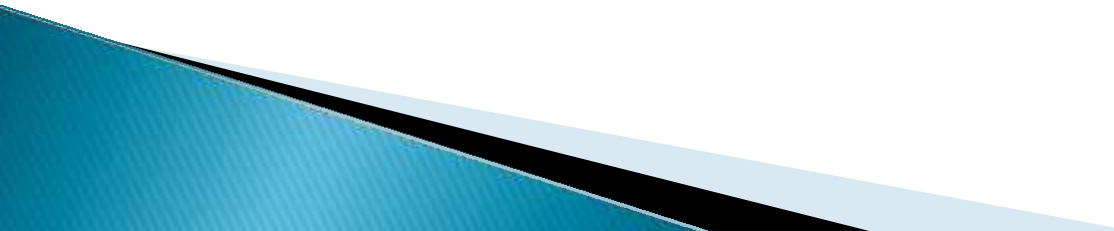


- ***Educational institutions:*** when a child grows up and goes to the school, his thinking capacity is widened & he learns the value of discipline.
 - In educational institutions a person comes into contact with a wide variety of people in his formative years.
 - A value oriented education inculcated in the student the spirit of discipline.
 - Discussion , debates, meetings and seminars conducted in the school mould the opinion of a person in an effective manner.
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- **Religion and cultural association** : it has played important role in the formation of a public opinion.
- Religion faith, cultural homogeneity, family traditions, economic interest and etc always influence the public opinion in the society.
- **Library and Literature**: libraries are the treasury of knowledge. Because of the use of literature, libraries a person acquired with so many important issues which are related to the government.
- Library does not contain only newspapers but also contains certain periodical literature like journals, books, magazine, weeklies, reports, research papers and etc

- ***Pressure Groups:*** these groups do not belong to any political parties. But they are formed with the view to protect the interest of any particular community.
- Example: Students, Doctors, Lawyers, Teachers, worker Union, students association and etc.
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- ***Political Party:*** it plays imp role in democracy. It is very active & is in close contact with the masses. Political party which is in power always defends the policies undertaken by them while opposite parties always criticize the policies of the ruling government. Both educate the public helps in the formation of a concrete public opinion.

 - ***Press:*** the press is known as the fourth pillar of the democracy. It is the most useful and cheap instrument for molding public opinion. It provides news and information to the subjects on matters of national and international importance. It publishes daily news which provides update information of the world. It acts as organ of expression of public opinion and also the molder of public opinion.
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- Mass Media.
- Public Platforms.