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and complex concepts in democratic theory, and we do not fully understand its role in the political process. Reading Public Opinion offers one provocative approach for understanding how public opinion fits into the empirical world of politics. In fact, Susan Herbst finds that public opinion, surprisingly, has little to do with the mass public in many

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**Reading Public Opinion: How
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This view of public opinion is consistent with the idea of popular election in that every citizen is entitled to an opinion—in essence a vote—on a particular issue, policy, or leader. In the end, the position that is taken by the most people—in other words, the position that receives

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the most votes—is the one that should
be adopted by policymakers.

Reading: What Is Public Opinion? | American Government

One purpose of public opinion in a
democracy is to inform public
policymaking. Opinion polls provide a
mechanism for succinctly presenting the

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views of the mass public to government leaders who are making decisions that will affect society. Leaders often monitor the public pulse when making policy decisions, especially when they face an election campaign. Perspectives about the relationship of public opinion to policymaking differ vastly.

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**Reading: Democracy and Public
Opinion | American Government**

Public opinion or Political opinion is the aggregate of individual attitudes or beliefs held by the adult population. Public opinion can also be defined as the complex collection of opinions of many different people and the sum of all their views. Since the 1950s, television has

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been the main medium for molding
public opinion.

Public Opinion | Boundless Political Science

The two-step flow model of communication posits that the media disseminate information that is received by opinion leaders, who interpret the

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information and pass it on to opinion followers, who are less interested in and informed about political affairs. Opinion leaders have the respect of opinion followers because of their status in a social group, their role as a political expert, or their celebrity.

Reading: Public Opinion in the

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Public opinion occupies an important place in democracy. The democratic government derives its powers from the public opinion and it is based on it. Each government tries to keep the public opinion in its favour and it should not go against it at any cost. The ministers are very much afraid of the criticism voiced

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in the press.

Public Opinion: Meaning, Importance and Other Details

Political scientist Harold Lasswell once noted, “The open interplay of opinion and policy is the distinguishing mark of popular rule” (Lasswell, 1941). Public opinion plays a number of important

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roles in a representative democracy. Leaders can take public opinion into account when making laws and formulating policy.

7.2 Democracy and Public Opinion - American Government and ...

What is Public Opinion? Aggregation of people's views about issues, situations,

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& public figures. PO is different from values & ideology, but shaped by. Normatively, we believe public should shape outcomes.

Public Opinion Flashcards | Quizlet

A political ideology is a coherent set of views on politics and the role of the government. Consistency over a wide

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range of issues is the hallmark of a political ideology. However, given the often contradictory variables that go into molding public opinion and political values (outlined in the previous sections), there is reason to question whether Americans think in ideological terms at all.

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Political Ideology - CliffsNotes

This view of public opinion is consistent with the idea of popular election in that every citizen is entitled to an opinion—in essence a vote—on a particular issue, policy, or leader. In the end, the position that is taken by the most people—in other words, the position that receives the most votes—is the one that should

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be adopted by policymakers.

7.1 What Is Public Opinion? - American Government and ...

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and Political Socialization. Learn
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Chapter 6 Public Opinion and Political Socialization ...

Public opinion exerts a more powerful influence in politics through its “latent” aspects. As discussed by V.O. Key, latent public opinion is, in effect, a probable future reaction by the public to a current decision or action by a public official or a

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government.

Studies In Communication
**Public opinion - Public opinion and
government | Britannica**

The book ends with the provocative
conclusion that China's authoritarian
political system proved to be less
effective than traditional culture,
marketization, and industrialization in

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shaping public opinion and mass political behavior. Liberal ideas and bottom-up political participation can emerge even in the absence of direct elections.

Amazon.com: Public Opinion and Political Change in China ...

Political coverage from the Opinion section of The New York Times, its Op-Ed

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from the campaign trail: Heidi Przybyla
President-Elect Joe Biden in the coming

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and the mayors of major U.S. cities to ...

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