

Public Opinion by Shig Katakama

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Senior Problems

5th Period

Public Opinion

- I. Public Opinion:-
 - A. What part does it play in our life
 - B. What part do you plan in the formation of public opinion?
 - 1. Influenced by it
 - 2. Determines what we study in school
 - 3. Your opinion helps to form the public opinion
 - C. How are the millions of individuals merged and translated into action?
 - D. How can public opinion on a given question be learned?
 - E. What techniques are used to influence public opinion?
 - F. Groups that try to influence it?
 - G. What is propaganda?
 - H. How can it be recognized and evaluated?
- II. Function of public opinion:-
 - A. People
 - 1. Elect officials
 - a. To control
 - B. Elections
 - 1. Controlled by the people
 - C. Public opinion can force the adoption of certain policies or abandonment of others.
 - 1. Masses of people
 - D. Government is not all controlled by public opinion
 - 1. Officials of the government
 - a. Reaction to the public
 - E. All kinds of organizations try to influence public opinion
- III. Nature of public opinion:-
 - A. Public opinion is the composition opinion of many individuals
 - B. Public opinion is the opinion of the majority of the group
 - C. Formation of opinions and ideas in early childhood is an unconscious process
 - D. Attitudes of family members are determined by:
 - 1. Occupation

- 2.Society
- 3.Religion
- 4.Politics
- 5.Paper
- 6.Movies
- 7.Radio

IV. How can public opinion be ascertained

- A. Public opinion rolls
 - 1.Gallup polls
 - 2.Fortune (Magaz)
- B. Congress
 - 1.Impressed

V. How is public opinion influenced

- A. Press
 - 1.Most important
 - 2.Widespread
- B. Books
 - 1.Political leaders
 - 2.Lecturers
 - a. Benefit by reading
- C. Radio
 - 1.Audience
 - a. Sixty million fans
 - 2.Different opinions

V. (b) Propaganda:-

- A. Press
- B. Radio
- C. Speakers
- D. Movies
- E. Used by:
 - 1.Chamber of Commerce
 - 2.National Ass'n of Manufacturures
 - 3.A. F. of L.
 - 4.C. I. O.
 - 5.American Medical Ass'n
 - 6.Natn'I Education Ass'n
 - 7.National Safety Council
 - 8.American Legion
- F. President and high gov't official hold regular press conferences
 - 1.Speakers
 - 2.Articles
 - a. Paper

b. Magazine

VI. Influence of newspaper upon public opinion:-

A. Newspaper

1. Most effective
2. Supported by political body
3. Facts
4. Cartoons
5. Comments by well-known person

VII. Influence of radio upon public opinion

A. Radio

1. For political campaigns
2. Like the press
3. Commentators
4. Have large and faithful audiences
5. Exert a strong influence on public opinion

VIII. Other influences:-

A. Schools and colleges

B. Patriotic organizations

C. Leagues

D. Movies

1. Lifelike
2. Newsreels
3. Short features

E. Advertisements

F. "Name-calling"

1. "Red"
2. "Gestapo"
3. Etc.

IX. Public opinion and democracy:-

A. Free public opinion

B. Public opinion is not subject to the domination of any single political faction

C. Individuals guided by a rational basis

X. Public opinion is the strongest weapon in this democratic world so let's try to conserve our democracy.