

PUBLIC OPINION

I PUBLIC OPINION:—

A. WHAT PART DOES IT PLAY IN OUR LIFE

B. WHAT PART DO YOU PLAY 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

P. GOVERNMENT IS NOT ALL CONTROLLED BY PUBLIC OPINION

1. OFFICIALS OF THE GOVERNMENT

a. REACTION OF THE PUBLIC

E. ALL KINDS OF ORGANIZATIONS TRY TO INFLUENCE PUBLIC OPINION

IV NATURE OF PUBLIC OPINION I—

A. PUBLIC OPINION IS THE COMPOSITE OPINION OF MANY INDIVIDUALS.

B. PUBLIC OPINION IS THE OPINION OF THE MAJORITY OF THE GROUP.

C. FORMATION OF OPINIONS

(CONTINUED)

AND IDEAS IN EARLY
CHILDHOOD IS AN UNCON-
SCIOUS PROCESS

D. ATTITUDES OF FAMILY MEMB-
ERS ARE DETERMINED BY:

1. OCCUPATION
2. SOCIETY
3. RELIGION
4. POLITICS
5. PAPER
6. MOVIES
7. RADIO

IV HOW CAN PUBLIC OPINION BE AS-
CERTAINED

A. PUBLIC OPINION POLLS

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

II ⊕ PROPAGANDA:—

A. PRESS

B. RADIO

C. SPEAKERS

D. MOVIES

E. USED BY:

1. CHAMBER OF COMMERCE

2. NATIONAL ASS'N OF
MANUFACTURERS

3. A. F. OF L.

4. C. I. O.

5. AMERICAN MEDICAL
ASS'N

6. NATN'L EDUCATION
ASS'N

7. NATIONAL SAFETY
COUNCIL

8. AMERICAN LEGION.

So PRESIDENT AND HIGH GOVT OFFICIAL HOLD REGULAR PRESS CONFERENCES

1. SPEAKERS

2. ARTICLES

3. PAPER

4. MAGAZINE

VI INFLUENCE OF NEWSPAPER UPON PUBLIC OPINION:—

A. NEWSPAPER

1. MOST EFFECTIVE

2. SUPPORTED BY POLITICAL BODY

3. FACTS

4. CARTOONS

5. COMMENTS

6. BY WELL-KNOWN PERSON

III INFLUENCE OF RADIO UPON PUBLIC OPINION.

A. RADIO

1. FOR POLITICAL CAMPAIGNS

2. LIKE THE PRESS

3. COMMENTATORS

1. HAVE LARGE AND FAITHFUL AUDIENCES
2. EXERT A STRONG INFLUENCE ON PUBLIC OPINION.

III 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 LETS TRY TO CONSERVE OUR DEMOCRACY.