

POLITICAL SOCIOLOGY

UNIT- IV PUBLIC OPINION

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PUBLIC OPINION

Introduction - It is not easy to define the term public opinion literally speaking it's meaning is simple that is the opinion of the people on any subject of public importance but the whole people seldom think on any public issue.

Public opinion is the opinion of those sections of the community which think unorganized way on public problems and attempt to influence public policy by their opinion.

DEFINITION OF PUBLIC OPINION

According to J.A. Corry: Opinion is to be defined as consisting of views on matters that are open to discussion a public opinion is one that determines or influences or may be expected to influence what government does. **Isolated opinions** held by one or a few persons have little immediate influence public opinion is a view relating to government held strongly enough by a considerable number of people to dispose them to put for action.

According to Lord Bryce: The term is commonly used to denote the aggregate of views men hold regarding matters that affect or interest the community does understood it is a congeries of all sorts of discrepant notions, beliefs, fancies prejudices and aspirations .

IMPORTANCE OF PUBLIC OPINION IN DEMOCRACY

- 1. The success of democratic government depends upon the degree to which the public opinion is sound well developed and effective in controlling the actions and policies of government.**
- 2. It is not only in democracy but even in dictatorship public opinion plays an important role dictators dread public opinion as much as democratic government every dictator tries to control public opinion by means of propaganda.**
- 3. It is public opinion through which the wishes opinions and aspirations of the people are conveyed to the government.**
- 4. Public opinion is generally recognised to be a social force which enters into the calculation of active participants in the governmental process**

CONDITIONS ESSENTIAL FOR FORMATION OF SOUND PUBLIC OPINION

- 1. People's interest in public problems .**
- 2. People's capacity to think**
- 3. Formation of associations**
- 4. Role of intellectuals**
- 5. Role of political leaders**
- 6. Community and community of interests.**

AGENCIES OF PUBLIC OPINION:-

- 1. Political parties and groups**
- 2. Public platform**
- 3. The press**
- 4. Educational institutions**
- 5. Cultural associations**
- 6. Cinema, radio ,and television**
- 7. Legislature**

FORMATION OF PUBLIC OPINION:-

The essential conditions for the formation of sound public opinion are the people should have an interest in public problems they should have the capacity to think independently rationally and currently the people should form associations and groups to study and discuss public problems in a democratic society intellectual plays an important role in the formation of public opinion there should be homogeneity and community of interest among the people.

CONCLUSION:-

- 1. Public opinion is the opinion of those sections of the people which things in an organised manner on public platforms and attempt to influence public policy by their opinion.**
- 2. Before the rise of modern democracy public opinion did not play significant role in the working of the government of a country.**
- 3. In a democratic state public opinion is a great social force no government can afford to ignore it .**
- 4. It is public opinion through which the wishes opinions and aspirations of the people are conveyed to the government .**

5. Every government depends on public opinion for the successful implementation of its laws .

6. Even dictators cannot afford to ignore public opinion.

7. An opinion may originate in the mind of a great thinker a great political leader or a common citizen.

8. Up public opinion is not always rational and coherent it is often a mixture of vague and shapeless ideas believes and prejudices .

Thanking You