

3

Public Opinion

08

Introduction -

- 10. It assumes an important place in a democratic legal system. All governmental policies are
- 11 shaped by the public opinion.
- Public opinion plays an important role in the
- 12 legitimacy of the government. Government has to make policies as per public opinion.

13

Meaning -

14

- The collective opinion of many people on some
- 15 issue, problem etc, specially as a guide to action, decision or the like.
- 16
- It means what the people in general think about
- 17 the political events happening around them.
- 18 It relates to the people view entertain regarding
- the policies of the government and how they are
- 19 implemented.
- It is not only majority decision. Sometimes it may
- 20 be the minority decision of the people.
- Public opinion is an expression of the general
- population's thoughts on a particular issue.
- 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, marketing and public relations.

MAY	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
2009	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



08 Definitions -

09 Lord Bryce - "It is commonly used to denote the aggregate of the views men hold regarding matters of effects that interests of the community."

11 Morris Ginsburg - "Public opinion is a social product due to the interaction of many minds."

13 Features -

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

18 Agencies -

- |    |                                     |                            |
|----|-------------------------------------|----------------------------|
| 19 | ① Family                            | ② Educational Institutions |
| 20 | ③ Religion and cultural association |                            |
|    | ④ Library and Literature            |                            |
|    | ⑤ Pressure groups                   | ⑥ Political Party          |
|    | ⑦ Press                             | ⑧ Mass Media               |
|    | ⑧ Platforms                         | ⑨ Public                   |
|    |                                     | ⑩ Legislature              |