

08 Agencies for the formation and expression
09 of public opinion - II

10 (3) Political Parties -

11 Political parties play
12 an important role in the formation of
13 public opinion. Generally, there are
14 three types of people in public. In
15 the first category leaders of many
16 political parties are included. The
17 second category is that of the elite
18 and the third category is that of
19 the majority of the illiterate
20 persons. Though the number of people
in first category is very small, yet
they wield a great influence in
society. Each party makes efforts to
place before the people a very attractive
programme to secure their maximum
support. For this purpose, they undertake
certain constructive programmes and
deliver impressive speeches in order to
propagate their ideology. In the
end, we can say that political
parties play an important role
in moulding, developing and
strengthening the public opinion.

(4) Political Literature -

The leader
of political parties, editors, professors

08 and other educated persons write and
09 publish many types of political books.
10 The people read this literature
and their views are moulded
accordingly.

11 (5) Radio, Television and Cinema-

12 Radio, television and Cinemas also influence
13 the views and opinions of the people.
14 They convey the news and the
views of many public leaders
15 to the masses. This is a good
medium for the moulding of
public opinion.
