

## Jour 574: Public Opinion and the Mass Media

### JOURNALISM

Effects of language, culture, and ideology. Communication in the formation and action of crowds, masses, and publics. Mass and personal persuasion and propaganda techniques. The diffusion of ideas. Community power structures. Public opinion measurement.

3 Credits

### Instruction Type(s)

- Lecture: Lecture for Jour 574

### Subject Areas

- [Journalism](#)
- [Mass Communication/ Media Studies](#)

