

# Jour 574: Public Opinion and the Mass Media

## [School of Journalism and New Media](#)

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

### Prerequisites

- Course may be repeated only once.
- Prerequisite: Junior standing (60 hr).

### Instruction Type(s)

- Lecture: Lecture for Jour 574

### Subject Areas

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

