

Public Opinion (Paperback)



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(Precious McGlynn)

PUBLIC OPINION (PAPERBACK)



Createspace, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In *Public Opinion*, Walter Lippmann analyzed the nature of public opinion with many valuable insights that still hold true today. Note that most of the historical references Lippmann uses to illustrate his theories are from World War I and surrounding events, and some aspects of the political environment of the time are totally irrelevant today. However, this book rises above the confines of its time. Lippmann dealt in an interdisciplinary method that is extremely rare, if not structurally impossible, in today's academic environment. His basic treatise is in the realm of political science but ably brings in supporting theories and knowledge from psychology, sociology, communications, history, and logic. Lippmann's then-current style of writing is also nearly impossible to find in today's social science writing, with a flowing prose loaded with references to classic literature and frequent use of imagined characters and scenarios. Part VI offers a surprisingly no-holds-barred examination of the American political system that is refreshingly free of today's unyielding us-and-them ideologies. This feat of the intellect, just slightly outdated in its specific examples but not in its underlying insights, is a powerhouse treatise on how public opinion is constructed and influenced by social trends, politics, and media.



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