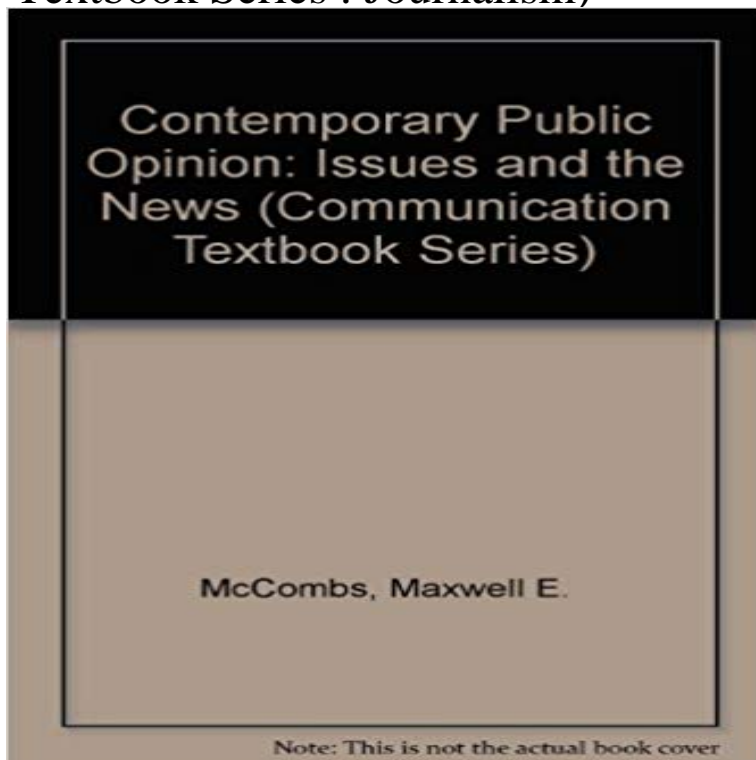


Contemporary Public Opinion: Issues and the News (Communication Textbook Series : Journalism)



This book discusses the public opinion process with a focus on the role that the news media play in shaping public opinion.

Although heavily influenced by the agenda-setting perspective -- the view that the news media define the important issues of the day and determine how these issues are presented -- the authors neither support nor refute this claim. They present instead a variety of contemporary scholarship integrated into a coherent picture of public opinion for a general audience.

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