

## Jour 574: Public Opinion and the Mass 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.

## Instruction Type(s)

Lecture: Lecture for Jour 574

## **Subject Areas**

- Journalism
- Mass Communication/ Media Studies

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

