

third lecture

The spiral of silence

Lecture objectives:

- Introducing the student to the most important preliminary concepts related and communication theory ,approach ,model ,to theory
- Enabling the student to know the difference between these concepts
- Using previous concepts in various scientific topics

General concepts:

- putting pressure on the minority to hide its opinion :Reinforcing silence and point of view.
- abandoning the hypothesis of the limited and :Neutralizing selectivity of the massive spread of television unfavorable effects o.
- The individual seeks his social nature and avoids :Avoid isolation isolation.

A historical reading of the theory:(circumstances of upbringing) :

- s 'Researcher Elizabeth Nawal Newman noticed a discrepancy in people She based this on an analysis of .s and their expression in public opinion ,Initially .1965 voting intentions during the German federal elections in and then the Christian Democrats ,hesitation marred the electoral situation publication of The expectations that prevailed in these elections after the and thus the researcher confirmed the snowball ,predicted their victory the voters joining the camp of the victors ,that is ,effect

Cognitive backgrounds of the theory:

- It restored the idea of a mass society based on the concept of isolation.
- The political background through the media's contribution to shaping public opinion.
- Thinking about mass communication as a space in which democracy is created.
- f the complexity of complex social interactions Lazarsfeldian model o (opinion leaders).

problems:

- Understanding the impact of truth in the media on people's behavior.
- How to use the media in political science and public opinion formation.
- Contribution of the media in expressing the opinion of the majority.

Assumptions of the theory:

- Individuals ignore what they see for themselves and cling to what the group sees for fear of being isolated from society.
- Prevailing or dominant point of view of the media propagate and reinforce the view in public opinion.
- Factors work in society that lead to 'There are three characteristics of the media commonness and spread: the absence of selective perception, harmony and agreement, accumulation and repetition.'

theory Studies in:

- which recorded the spread and dissemination of news study 'Baltz and Inman's sharp departure from the radicalism of the sixties' the myth of America.
- that there is a relationship which concluded news study 'Richard Sonne between Swedish public opinion on the Middle East issue and the Swedish press.'
- news study concluded that media content participates in influencing 'Carl Son political opinions.'

as Katz summarizes the idea of remaining silent as follows:

- Fear of isolation makes individuals not express their opinions if they realize that their opinions are not supported by others.
- Then the individual does a quick census to determine the extent of support or lack thereof.
- information and often tends to speak with the media. The media is the main source of one voice.
- Individuals realize that they are not supportive and subscribe to the prevailing opinion for fear of isolation.

Pioneers of theory:

- Elizabeth Noel Newman: A German political scientist, she and her husband founded the “Public Opinion Organization” in Germany. She was also the president of the “International Association for Public Opinion Research” from 1980 to 1978.
- **Theory developments:**
- Elizabeth Nawal (1984) In the second edition of *Spiral of Silence* Newman places the media at the heart of the mechanisms that bring it. The dominant opinions are not closer to the mechanisms of the agenda. The speeches of opinion only imagined at the level of the periphery. People are able to limit the meaning of leaders as a small group of people. Which leads them to criticism of people who withdraw from the discussions. Wasael tells us: into a spiral of silence and creates a dominant opinion.

Criticisms of the theory:

- Led by Serge Moscovici. Activist minority psychology research conducted which stated that minorities have greater capabilities to express and contribute to social change than Newman assumed.
- Some studies revealed the insufficiency of introducing the spiral of silence in elections. The French presidential elections that took place in 1995 demonstrated the role of the minority in supporting the winning candidate as an indication of the phenomenon of the counter called losing influence-the so.
- Its selective ability is 'tant than the actual degree of the audience. More important the very idea of television that Newman sees through its mechanisms. The truth is that there is no and obstacles, filters, Japanese Mediations without strict selection human relationship with mass communication processes.

evaluation-Questions for self:

- What is the relationship between prioritization theory and the spiral of silence?
- This theory gives support for critical thought about media performance. How is that?
- Social ?his theory in light of media practice How do you explain it?

➤ **A quote by Elizabeth Nowell Newman:**

- to the ,in particular ,Mass media is connected ...must be reconsidered trends which makes selective sensory perception ,innovation that has occurred in television supporting the previous opinion more difficult than what was done by the printed noitalumucca si tsrif ehT” “.and there are two basic factors in this field ...press that ,and the second is harmony ,resulting from the periodic appearance of the media and the ...and problems ,people ,nsensus on a certain position regarding eventsco ,is thesis that the media does not change trends is no longer acceptable within the conditions of harmony and accumulation.“