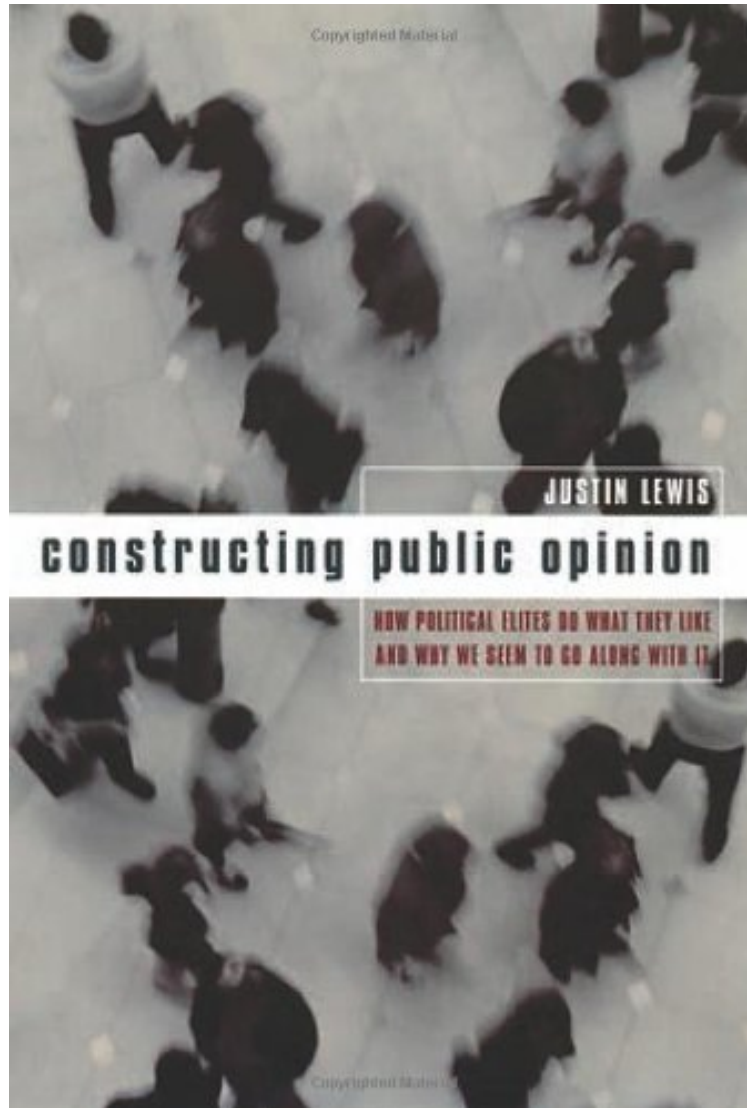


(Download) Constructing Public Opinion

## Constructing Public Opinion

*Justin Lewis*

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**Justin Lewis : Constructing Public Opinion** before purchasing it in order to gage whether or not it would be worth my time, and all praised Constructing Public Opinion:

2 of 2 people found the following review helpful. A ++++By Harrison A. WittThis book is incredibly informative about the nature of our culture as it relates to indoctrination and propaganda used to manipulate the masses.

Is polling a process that brings "science" into the study of society? Or are polls crude instruments that tell us little about the way people actually think? The role of public opinion polls in government and mass media has gained

increasing importance with each new election or poll taken. Here Lewis presents a new look at an old tradition, the first study of opinion polls using an interdisciplinary approach combining cultural studies, sociology, political science, and mass communication. Rather than dismissing polls, he considers them to be a significant form of representation in contemporary culture; he explores how the media report on polls and, in turn, how publicized results influence the way people respond to polls. Lewis argues that the media tend to exclude the more progressive side of popular opinion from public debate. While the media's influence is limited, it works strategically to maintain the power of pro-corporate political elites.

Very well written and shows that cultural studies and quantitative data are not necessarily incompatible. (International Journal of Public Opinion Research)About the AuthorJustin Lewis is professor of communication at the University of Massachusetts, Amherst.