

PUBLIC OPINION AND BEHAVIOR

POLITICAL SCIENCE 164

CALENDAR OF LECTURES AND READINGS

AUTUMN, 1954-55; ALFRED DE GRAZIA

Students taking this course for 4 units are examined on the lectures and readings described below. A midterm examination will be held on the date designated. Students desiring 5 units will prepare a research paper on a topic approved by the instructor; appropriate subjects will be suggested in an early meeting of the class; the papers are due on December 7. Guest lectures, special training periods and demonstrations will be announced beforehand.

All necessary works are on reserve at the library. Assignments should be read before class sessions, even though they may deal only with one facet of the lecture. Students are urged to take notes on lectures and classroom discussions and on all readings, and to review them two or three times before being examined. They should aim fundamentally at a clear command of all important theories treated, of some of the essential facts that support them, and of the methods by which the theory and facts are gained. Unless they know for any given fact the theory for which it is important and the means by which it was discovered and validated, they are considered to know it imperfectly.

The factual materials that are to be read are principally studies of American situations, because Americans have done most of the empirical studies and because American cases fit better students' experiences. However, the theories demonstrated will have universal applications in most cases, and some of the studies do deal with foreign situations and were chosen to emphasize the universality of the problems. Basic theory in opinion and behavior has come largely from continental European sources, as will be discovered.

CALENDAR OF LECTURES AND REQUIRED READINGS

<u>NO.</u>	<u>TITLE OF LECTURE</u>	<u>READINGS</u>
I.	<u>Origins of Opinion and Behavior</u>	
1.	How man becomes "political"	S. De Grazia, <u>Political Community</u> , pp. 7-42.
2.	Civic training	C.E. Merriam, <u>Making of Citizens</u> , Chaps. IV, V.
3.	Group affiliations	S.P.S.S.I., <u>Public Opinion and Propaganda</u> , Readings by Binkley, 24; Lee, 94; Truman, 160.
4.	Concept of the "public"	<u>Public Opinion and Propaganda</u> , Bryce 3; Lowell, 11; Allport, 51.
5.	Character and opinion in democratic societies	<u>Public Opinion and Propaganda</u> , Hyman, 33.
III.	<u>Composition of the Public</u>	
6.	The doctrine of the active public	A. De Grazia, <u>Public and Republic</u> , 21-8; 53-61; 101-110; 113-139; 146-163.
7.	Extent of the informed public.	P.O. & P, Hyman, 522.
8.	Distribution of group membership	B. Barber, "Participation and Mass Apathy," in A.W. Gouldner's <u>Studies in Leadership</u> .
9.	Patterns of political activity	J.L. Woodward and Roper, "Political Activity of American Citizens," 44 <u>APSR</u> (1950), 87285.
10.	Politists and opinion leaders.	R.K. Merton, "Patterns of Influence," in P. Lazarsfeld and Stanton, <u>Communications Research, 1948-1949</u>

III. Psychological Determinants of Opinion and Behavior

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| 11. Isolation of and conflicts among publics | F.C.Barghoorn, <u>Soviet Image of the United States</u> , 198-228; S.Bellin - Reissman, 5 <u>J. Soc. Issues</u> (1949), 24-32. |
| 12. Authority of sources of opinion | <u>Public Opinion and Propaganda</u> , Hovland, 339. |
| 13. Selective attention and suggestion | H. Cantril, <u>Invasion from Mars</u> , vii-xiv, Chaps. II, IX. |
| 14. Stereotypes and simplism | • <u>Public Opinion and Propaganda</u> , Allport, 394. |
| 15. Distortions | <u>Public Opinion and Propaganda</u> , Cooper, 313 |
| 16. Aggression | Neal E. Miller & R. Bugelski, "Minor Studies of Aggression," 25 <u>J.Psych.</u> (1948), 437-42. |
| 17. The "deed" and the "Word" | <u>Public Opinion and Propaganda</u> , Shils, 553. |

IV. Social Determinants of Opinion and Behavior

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| 18. Income and prestige | <u>Public Opinion and Propaganda</u> , Centers, 132. |
| 19. Spatial Distributions | <u>Public Opinion and Propaganda</u> , Reid, 446 |
| 20. Religion | <u>Public Opinion and Propaganda</u> , AllinSmith, 151 |
| 21. Nationality | R.Michels, "Patriotism" in <u>First Lectures in Political Sociology</u> |
| 22. Ideology | Charles Morris, in Charles Moore, <u>Essays in East and West Philosophy</u> , 353-370 |

MID-TERM EXAMINATION

V. The Direction of Opinion and Mass Behavior

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| 23. Ethics of psychological manipulation | R.K.Merton, <u>Mass Persuasion</u> , 2-3, Chap.VII. |
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<u>TITLE OF LECTURE</u>	<u>READINGS</u>
24. The need for opinion analysis.	L.W.Doob, <u>Public Opinion and Propaganda</u> , Chap.21
25. Surveys	A. Campbell and G. Katona, "The Sample Survey" in L. Festinger and D.Katz, <u>Research Methods in the Behavioral Sciences</u> , Chap.1.
26.. Symbol analysis	<u>Public Opinion and Propaganda</u> , Berelson, 712; Klapper, 105; Millspaugh, 113.
27. The media of communication	<u>Public Opinion and Propaganda</u> , Campbell, 235; Berelson, 263
28. Organization and control of media.	<u>Public Opinion and Propaganda</u> , Lee, 275; Durr, 278.
29. Propaganda	<u>Public Opinion and Propaganda</u> , Bartlett, 463.
30. Propaganda tactics	E.Bernays, mimeo.pahmplets on reserve. <u>P.O.& P</u> , Cartwright 382; Buchanan Comm., 206; Inkeles, 404; Pearlin, 478; Doob, 508.
31. Limits of Propaganda.	J.T.Klapper, <u>The Effects of Mass Media</u> (mimeo.), pp.IV,20; <u>P.O.& P</u> ,Herz, 543.
32. Opinion as a factor in public policy	<u>Public Opinion and Propaganda</u> Kefauver,220;Cartwright,226.
33-40. Public Opinion in Western elections: A Case Study	Alfred de Grazia, <u>The Western Public</u> , all.

TERM PAPERS DUE

FINAL EXAMINATION