

Dărăbăneanu, D.

**Caracteristici și dimensiuni ale opiniei publice. Factori psihosociali determinanți în evoluția acestui fenomen /
Characteristics and dimensions of the public opinion.
Determinative psycho-social factors in the evolution of this
phenomenon**

Abstract:

We interpret this subject like a necessary and positive intercession regard knowing of social and political reality, but particularly because public opinion represents a very complex social phenomenon. About public opinion is usual to find a lot of unfounded judgments and assizes. Public opinion is one of the most efficient and strongest arguments of the public discourse, because it is the main source of political capital. This material is developing a batch of interpretative and analyzed cognitive models, but in the same time is showing the phenomenon in his manifestation context. Hereby is presenting the links of public opinion with power frames, the ways of becoming and understanding of publics, the important role of mass communication regarding the scene of public discourse.