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**Modele de reacție socială ca factori determinanți ai opiniei
publice / Models of Social Reaction as Influence on Public
Opinion**

Abstract:

Having as model the theory of social control developed by Elisabeth Noelle Neuman, we try to relive some models of social reaction that are stimulated by the ways of developing all manifestation of the public opinion process. Also, we write about some models of interpersonal communication, trying to explain the role of this social fact in the dynamism of public discourse.