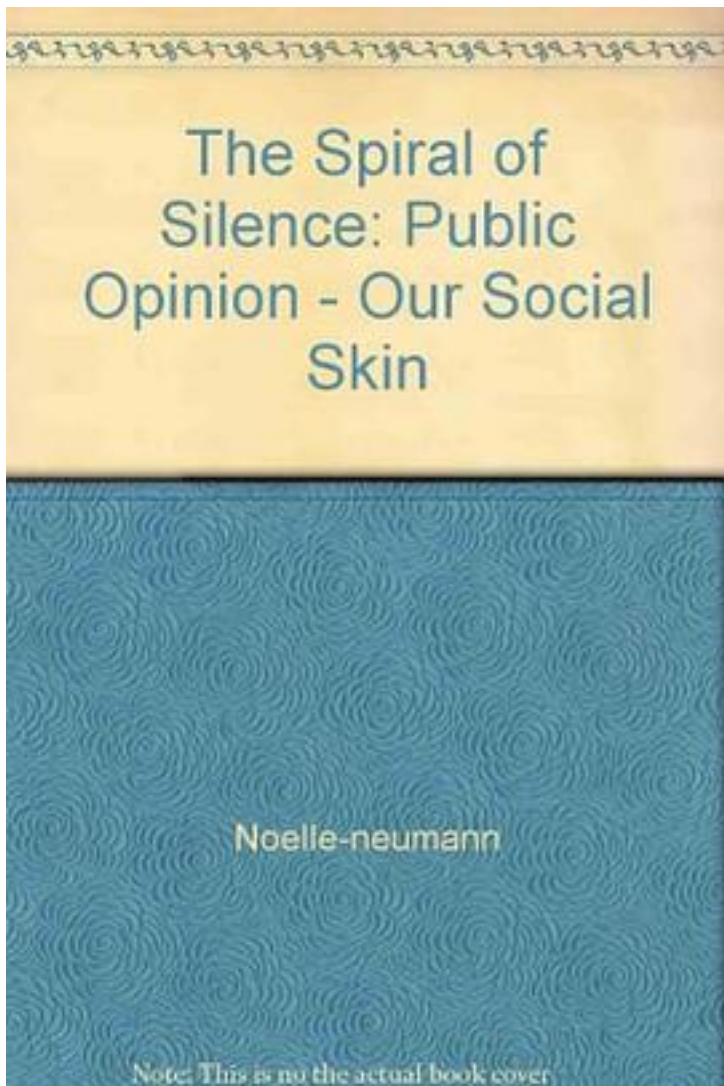


The Spiral of Silence



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著者:Elisabeth Noelle-Neumann

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In this work, Elisabeth Noelle-Neumann examines public opinion as a form of social control in which individuals, almost instinctively sensing the opinions of those around them, shape their behaviour to prevailing attitudes about what is acceptable. For the second edition, Noelle-Neumann has added three new chapters: the first discusses new discoveries in the history of public opinion; the second continues the author's efforts to construct a comprehensive theory of public opinion, addressing criticisms and defences of her "spiral of silence" theory that have appeared since 1980; the third offers a concise and updated summary of the book's arguments.

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书评

从调查的视角介入，发现一个实际的问题，联系诸多路人的只言片语。但本书仍然是传播学领域不可多得的好书之一，虽然创新的扩散一书更为成熟，但显然本书更有想象力，且关注的领域是public opinion，因此更容易扩展到舆论和政治学研究中。从研究的开始，就是采用还...

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