opinion as a product of social interaction and communication. According to this view, there can be no public opinion on an issue unless members of the public communicate with each other. Even if their individual opinions are quite similar to begin with, their beliefs will not constitute a public opinion.

In sociology, the conduit metaphor and the picture book view of language, rather than the, are facets of a single process that participants collaboratively organize through their practices of speech and gesture. Language and action. Social Interaction: Process has been added to your Cart. Add gift options. Buy used.

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