Communication & Business Institute
POSTGRADUATE PROGRAMME

Principles and Ethics of Corporate Communications

Even Semester 2020-2021

Communication & Business Institute
POSTGRADUATE PROGRAMME



Session 4.
Public Opinion



Session 4 Part 1.
Public Opinion

Public Opinion

Public opinion is an elusive and fragile commodity. It can take an organization or individual many years to build the credibility and nurture the trust that goes into winning favorable public opinion. But it can take only a matter of minutes to destroy all that has been developed.

- The George Floyd protests in US which began on May 26, 2020
- Other anti police protests across US and some other countries

From an early age, in US and in Indonesia as well, children are taught to respect law enforcement, to listen to what police officers say, and to obey their commands. But in the summer of 2014, that time-honored maxim was challenged as public opinion about police officers and their motives was questioned by several high profile incidents involving the police and African Americans

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Harvey Wenstein's Case













Session 4 Part 2.
What is Public Opinion

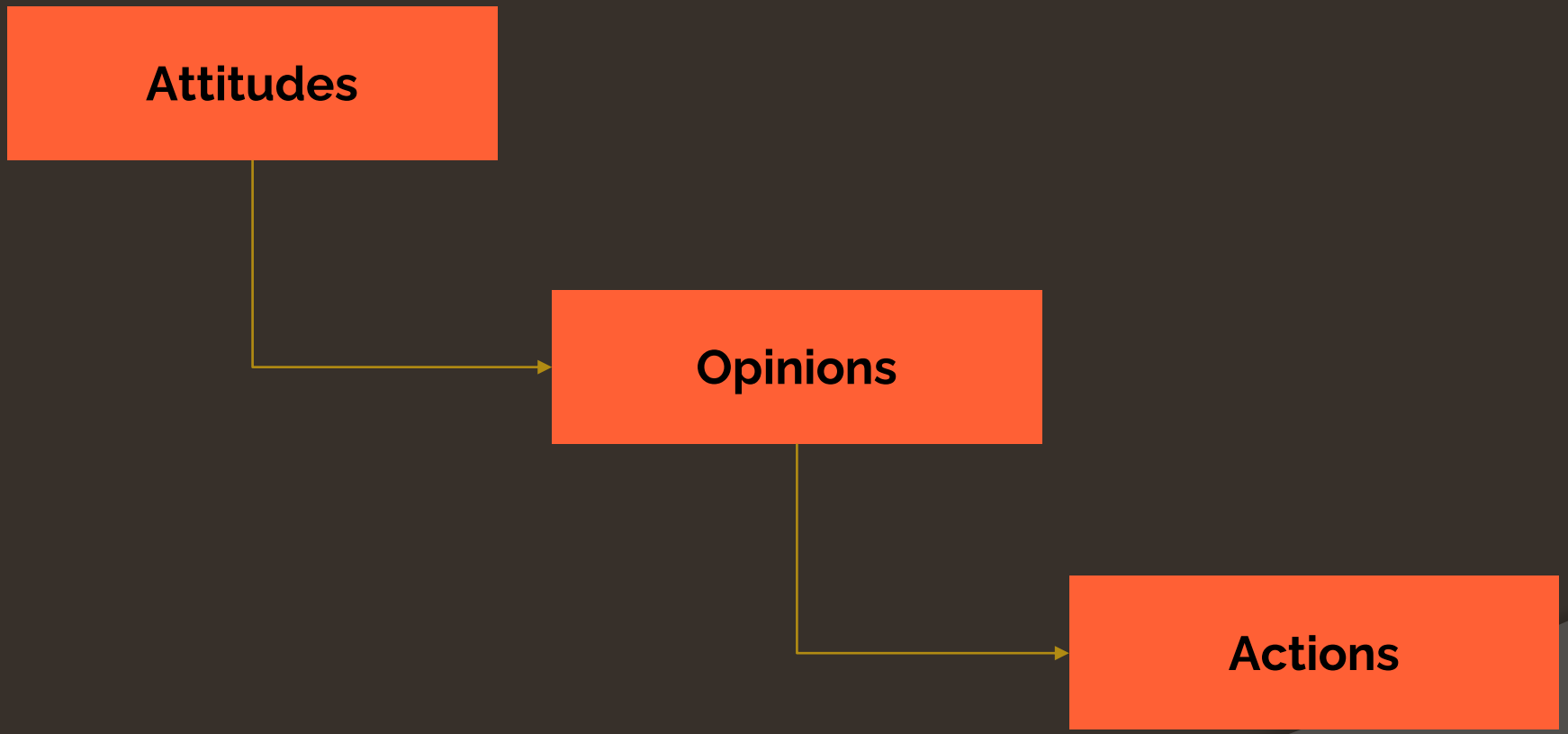
What is Public Opinion

Public opinion, like public relations, is not easily explained. Splitting public opinion into its two components, public and opinion, is perhaps the best way to understand the concept.

- Public signifies a group of people who share a common interest in a specific subject—stockholders, for example, or employees or community residents. Each group is concerned with a common issue

- An opinion is the expression of an attitude on a particular topic. When attitudes become strong enough, they surface in the form of opinions. When opinions become strong enough, they lead to verbal or behavioral actions

What is Public Opinion





Session 4 Part 3. Influencing Public Opinion

Influencing Public Opinion

Public opinion is a lot easier to measure than it is to influence. However, a thoughtful public relations program can crystallize attitudes, reinforce beliefs, and occasionally change public opinion.

First, the opinions to be changed or modified must be identified and understood.

Share Price	Product Price	Compiance
Services	Product Function	Social Initiative

Influencing Public Opinion

Second, target publics must be clear. Shareholders, investors, customers, authorities, local community ?

Shareholders	Investors	Customers

Third, the public relations professional must have in sharp focus the “laws” that govern public opinion—as amorphous as they may be. The more people get information, the more they are critical with a situation : Pandemi.



Thank you

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