

produce a system of totalitarian social control and domination that allows individuals to be integrated into the system of production and consumption through the mass media (Marcuse, 1964). Regarding the reception of the media message, Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet formulated a two-stage flow model in the book "The People's Choice", and after a study of the decision-making process of voters during the 1940 US presidential elections, they stipulated that the content of the mass media primarily reaches the "opinion leaders" and active users of the media who collect, interpret and disseminate the meaning of messages to the least active consumers (Postelnicu, 2018). The authors pointed out that opinion leaders collect information in the media, which they then pass on to the least active members of the public, which may be politicians, editorialists, trade unionists but also fathers or entrepreneurs, etc. Leaders therefore play a role of "gatekeeper" by filtering and simplifying messages to a wider audience. Lazarsfeld, Berelson and Gaudet concluded that word-of-mouth information plays an important role in the communication process, challenged the idea that the media have a strong power of influence, and instead advocated a view of the media with a low impact on individuals (Lazarsfeld et al., 1940).

CONCLUSION

After discussing the relationship between the media and opinion, we found that opinion is not formed freely, since several factors participate in its formation, and that it can be changed over time or according to events. An abundance of studies on changing opinions and individual attitudes have shown that individuals can change their stated beliefs after being convinced by persuasive arguments or following the opinion of another group. That said, what about the impact of individuals' opinions on the perception of the events around them and how these opinions can participate in the construction of attitudes and behaviors concerning the phenomena they experience in general and more particularly.

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