

Information Impact on Public Opinion: The Effect of "The Spiral of Silence" in Regional Measurement // Scientific Notes of Crimea Federal V. I. Vernadsky University. Philosophy. Political science. Culturology. – 2015. – Vol. 1 (67). – № 4. – P. 58-71.

In the basis of this article is fixed the work of German research of public opinion Elizabeth Noelle-Neumann “The Spiral of Silence”. In her opinion, the public opinion is formed due to existence of the psychological mechanism which is called "a silence spiral". This work shoes that the privation of possibility of informational communication leads to social dissatisfaction of certain groups, and, as a result, - to the height of socio-political tension. Mass media exerts a huge impact on how the public opinion is represented and individual preferences are formed. Intensity of communication in mass media can be the one of mechanisms of definition of what groups of people actively participate in public life through expression of own opinion and what, on the contrary, are in isolation.

In the article on the Crimean example analyzed ethnically painted information transferred to mass consciousness through mass media. Analyzed the maintenance of information messages and proportional representation of ethnic groups in the Crimean mass media.

Key words: public opinion, mass-media, ethnic group, ethnic information.

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