REALITAS MEDIA MASSA : KOMUNIKASI POLITIK DAN OPINI PUBLIK

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Abstract

We have seen political advertisement on Tv. This proves that electronic media may be an ideal and effective toolfor political communication, to build public opinion and do political propaganda. Because of broader coverage of audience compared with other mass media, alluring TVhas been made use of by many (including government ) to convey political to the public.

Keywords : Mass media, political communication, public opinion.