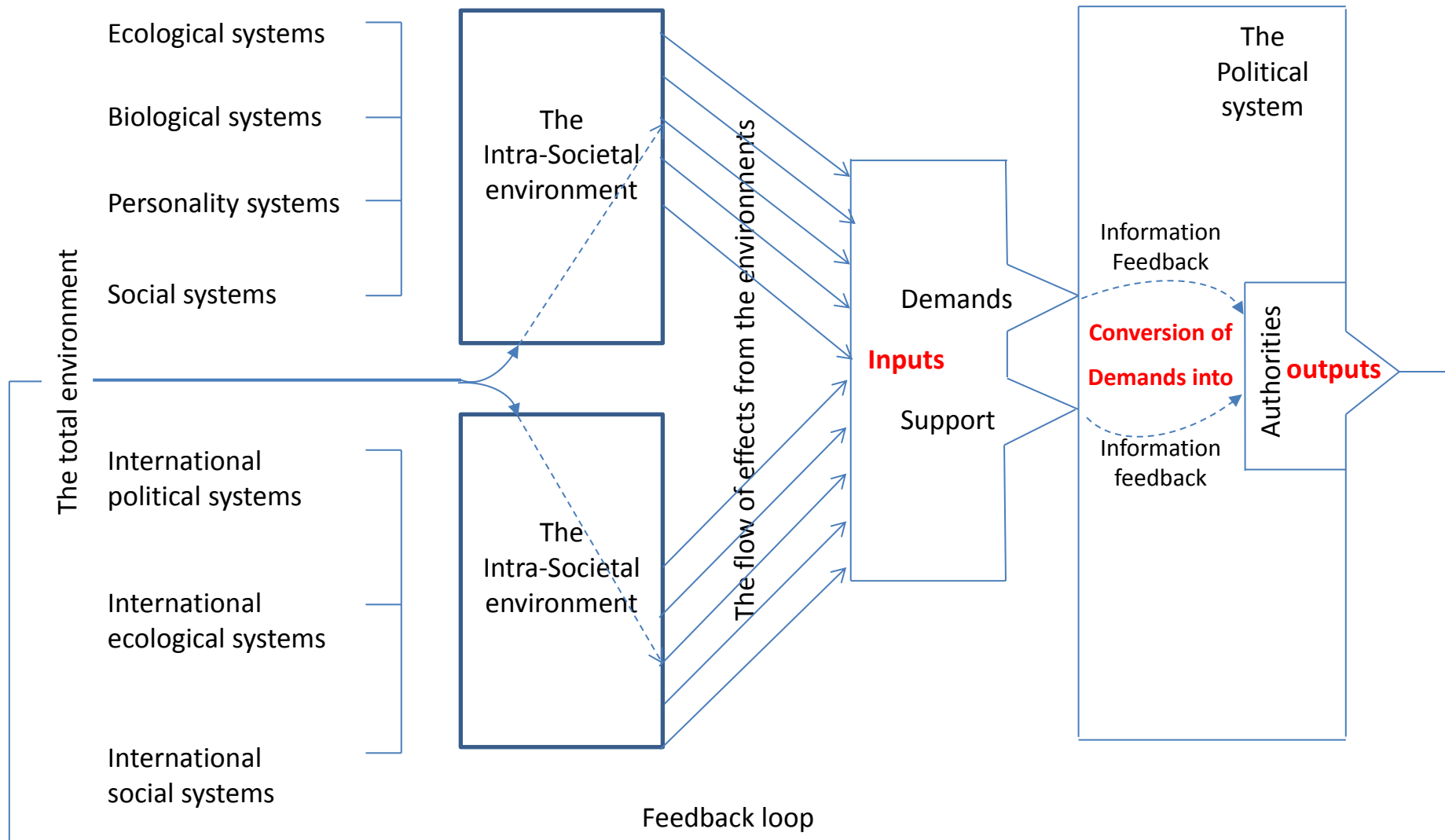


# POS3303 Public Opinions and Democracy

Semester 2/2565



ภาพที่ 5.4 ตัวแบบของอีสตัน (Easton) ว่าด้วยการวิเคราะห์ระบบการเมือง

ที่มา: David Easton. A System Analysis of Political Life, p. 30

## Form of Political Behavior

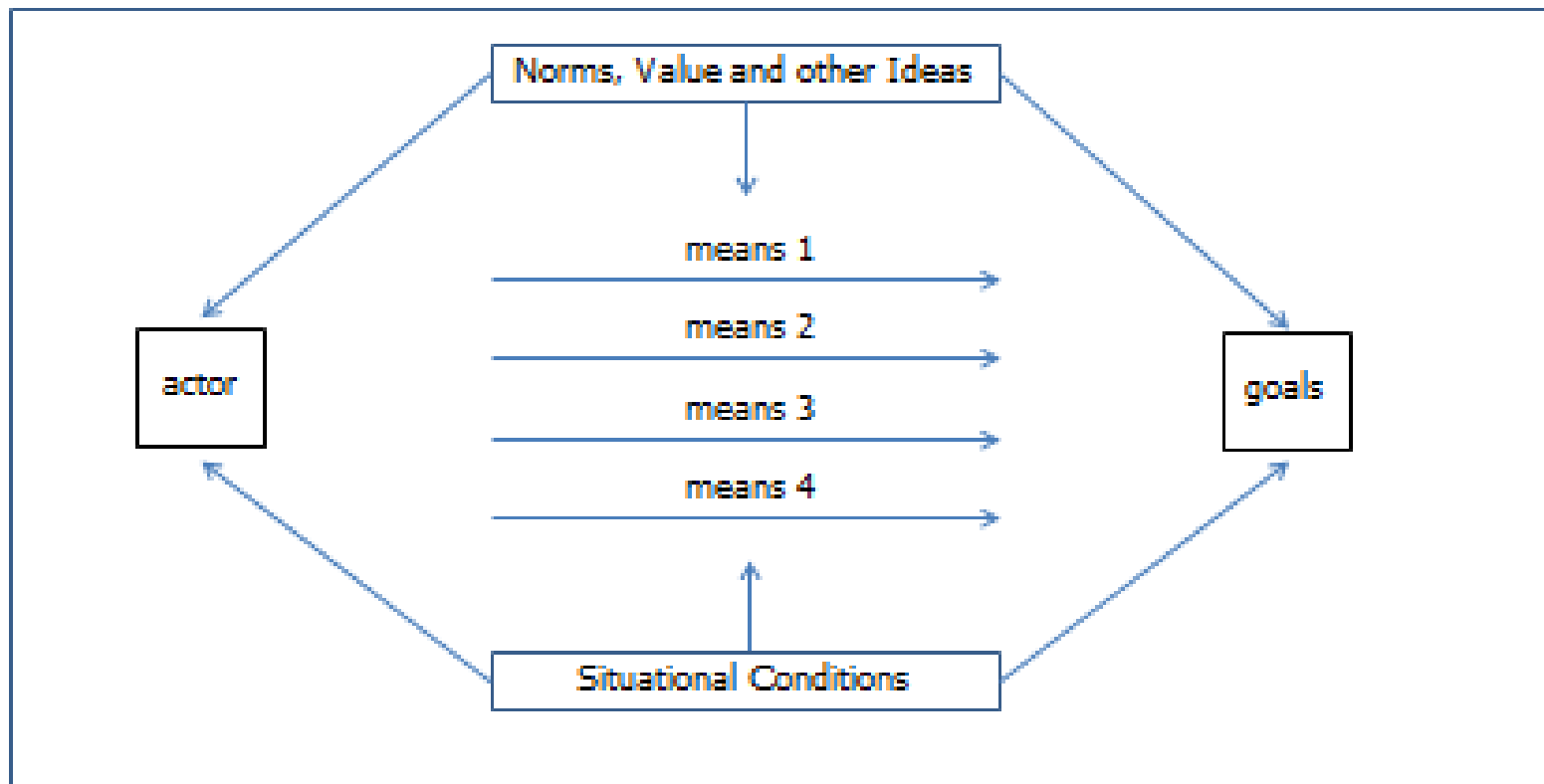
The examples are

- Voting Behavior
- Referendum
- Public Hearing
- Recall
- Initiatives
- Public Opinion

## Political Behavior

The behavior relates to

- 1) Political Power
- 2) Political System
- 3) Political Institutions
- 4) Political Process
- 5) Political Stability

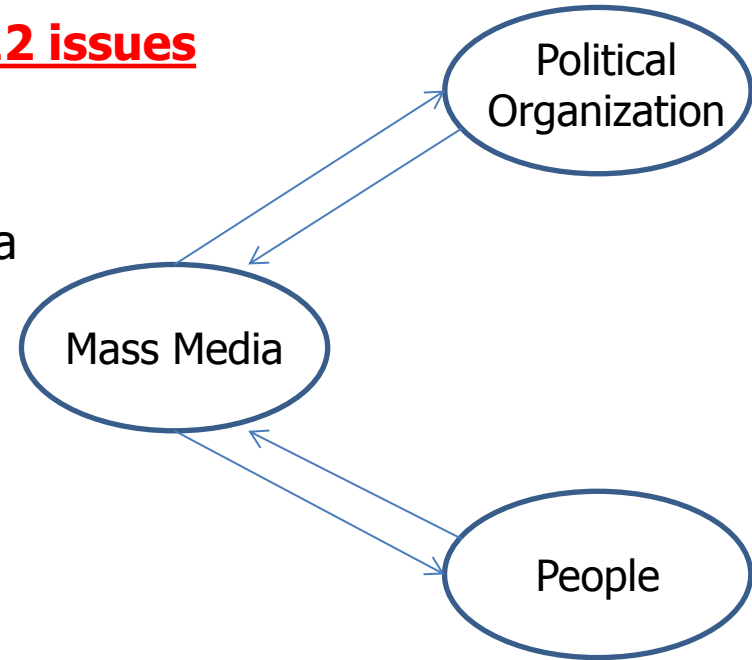


Picture: Unit of voluntaristic action

Source: Parsons, *Structure of Social Action*, 1937.

## **Political Communication Model in 12 issues**

- 1) Political Language
- 2) Political Rhetoric
- 3) Political Advertising and Propaganda
- 4) Political Debates
- 5) Political Socialization
- 6) Political Campaign
- 7) Public Opinion
- 8) Public Policy
- 9) Political Movements
- 10) Government and Media Relations
- 11) Political Image
- 12) Political Symbolism



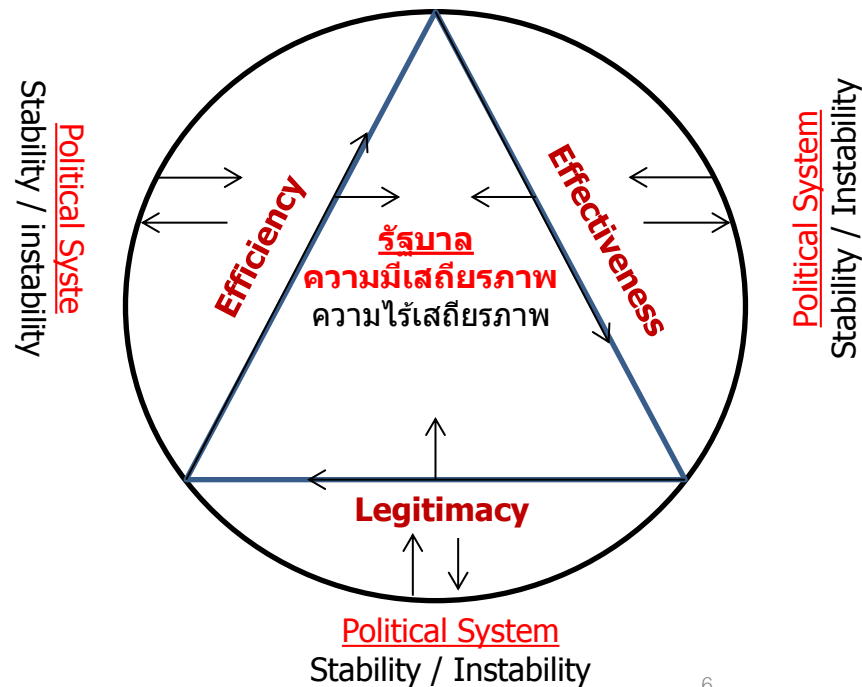
## State Stability

political legitimacy  
political efficiency  
political effectiveness

government **stability**

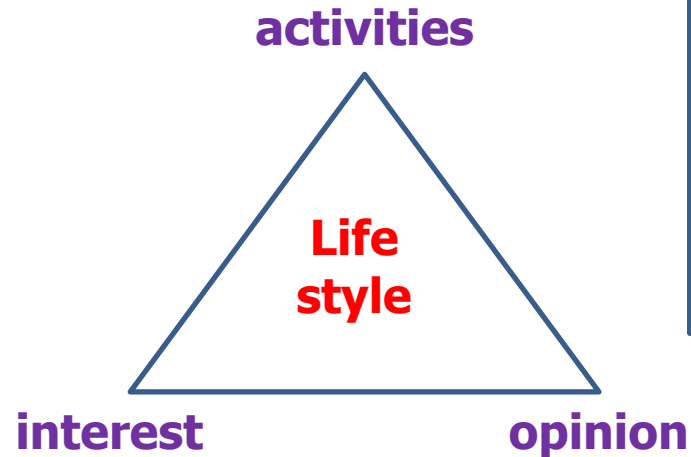
political system **stability**

## Political Institution : Government



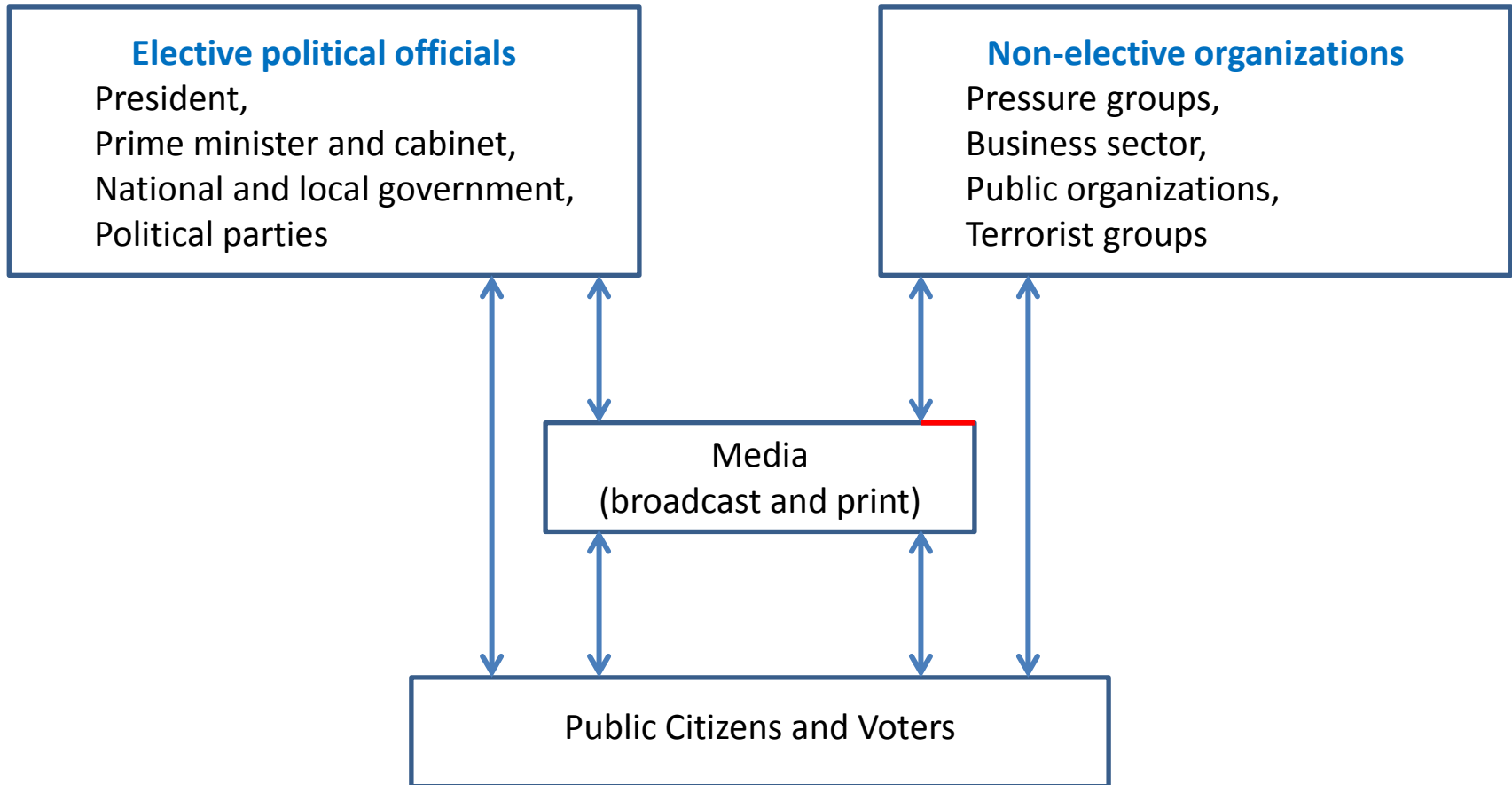
## Receiver through Socio-cultural Approach : Life Style in 3 Dimensions

- activities
- interest
- opinion



### 7C's of Communication

- Credibility
- Context
- Content
- Clarity
- Capability
- Channels Continuity and consistency



### Level of Political Communication

Source: Darren G. Lilleker. (2006). Key Concepts in Political Communication. London: SAGE Publication



## The country's economic development

The world economic change results to the country's economic in 4 terms:

$$\text{GDP} = C + I + G + (X - M)$$

GDP : Gross Domestic Product

C : Consumption

I : Investment

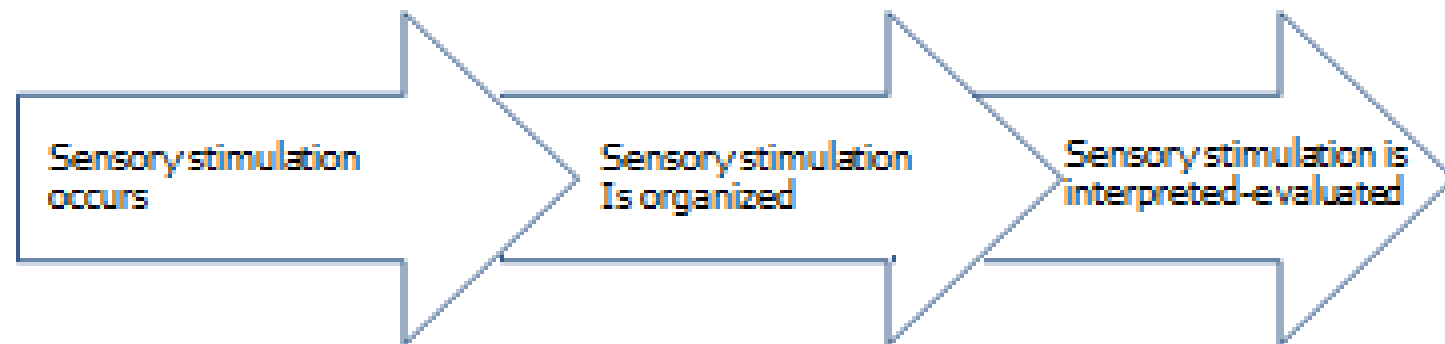
G : Government Expenditure

X : Export

M : Import

## The perception process

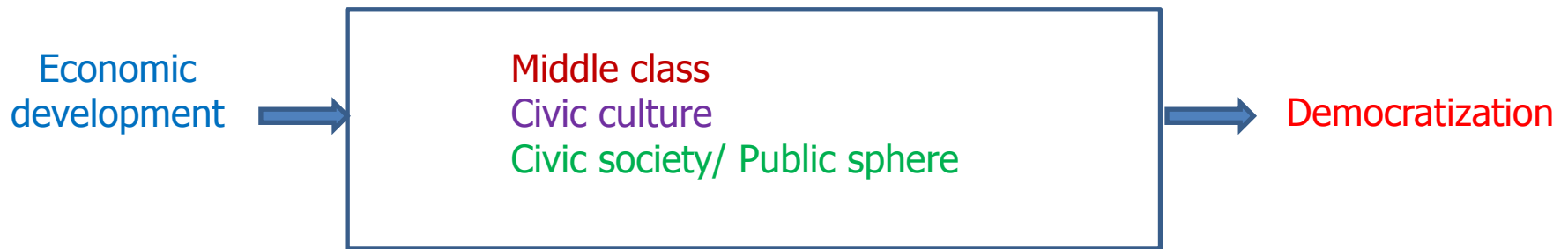
- sensory stimulation occurs
- sensory stimulation is organized
- sensory stimulation is interpreted-evaluated



Source: DeVito, Joseph A., 2000: 39

## System of Social Interaction

1. Cooperation
2. Conflict
3. Competition
4. Accommodation
5. Assimilation
6. Coercion
7. Superordination/Subbordination
8. Toleration
9. Compromise



Socio-Economic **Model of Democratization**

**Power tends to corrupt  
and  
absolute power corrupts absolutely**

Lord Acton