

COLLECTIVE EXPRESSING AND ROLE OF PUBLIC OPINION IN EUROPEAN SOCIETY DEVELOPMENT

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Abstract: *This material contains in its first part a presentation about the social phenomenon of public opinion. We try to analyze the role that public opinion plays in contemporary organization of global societies in general and the European Union in particular. Also we show that public homogeneity and social support for global societies depends on social representations of European citizenship status. Paradigm of spiral of silence, initiated by German author Elisabeth Noelle-Neumann is a starting point for explaining the differences between Romanians and European's average, related to the intensity with which they are involved in politic matters. The conclusions of this work focuses on the role of opinion polls in the development and evolution of the European Space.*

Keywords: *collective mentality, public opinion, social control, European Union, global society, collective behavior*

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